DECEMBER 5, 1955 35c PER COPY

BROADCASTING & TELECASTING

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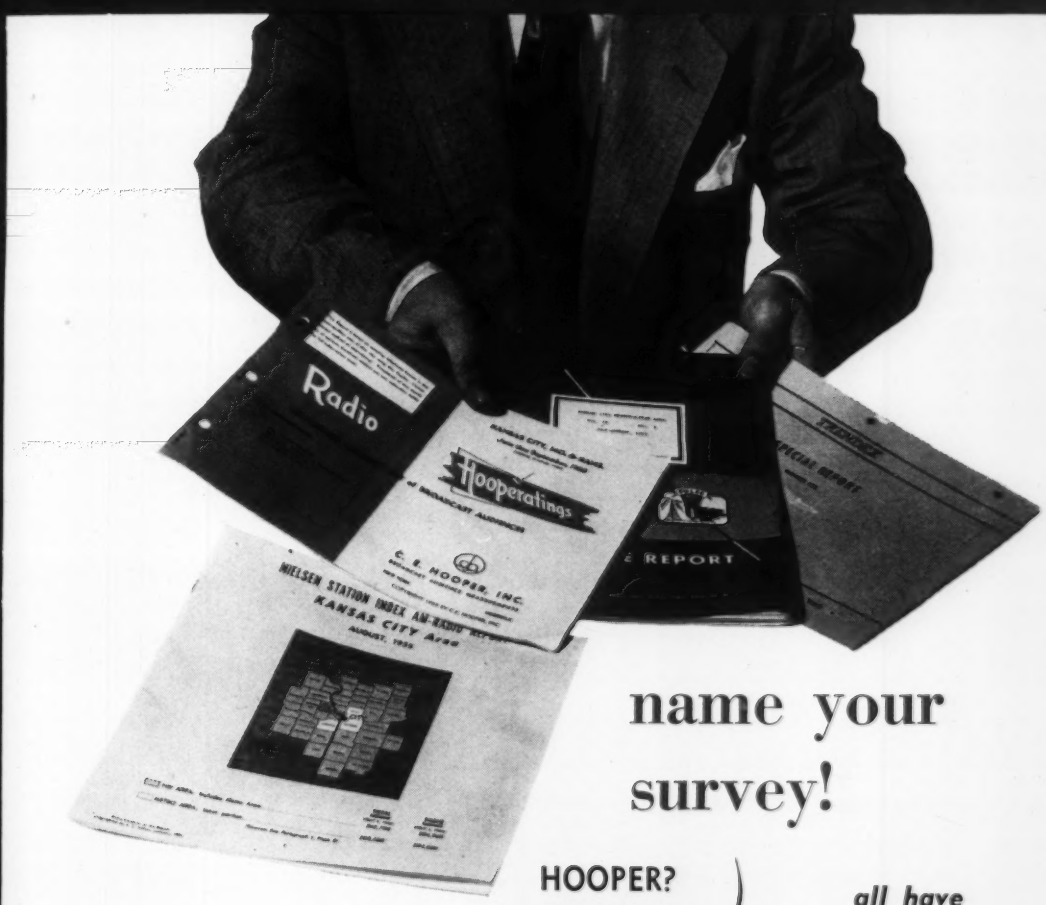
25TH year

BROADCASTING AND TV



name your survey!

HOOPER?
NIELSEN?
PULSE?
TRENDEX?

all have
WHB FIRST!

WHB
10,000 watts—710 kc

has run away with Kansas City's radio day!

All day average Hooper: 47.7%—FIRST PLACE!
All day average AREA Nielsen: 39.2%—FIRST PLACE!
Pulse—every daytime ¼ hour—FIRST PLACE!
All day average Trendex: 42.8%—FIRST PLACE!

Call the man from Blair or WHB General Manager George W. Armstrong.

MID-CONTINENT BROADCASTING COMPANY
President: Todd Storz

WTIX, New Orleans
Represented by
Adam J. Young, Jr.

KOWH, Omaha
Represented by
H-R Reps., Inc.

WHB, Kansas City
Represented by
John Blair & Co.

the South's FIRST tv station is
the ONLY tv station in

RICHMOND, VA.

WTVR

MAXIMUM POWER
100,000 WATTS

MAXIMUM HEIGHT
1049 FEET

CHANNEL 6

ABC—CBS
INTERCONNECTED

RICHMOND
VIRGINIA

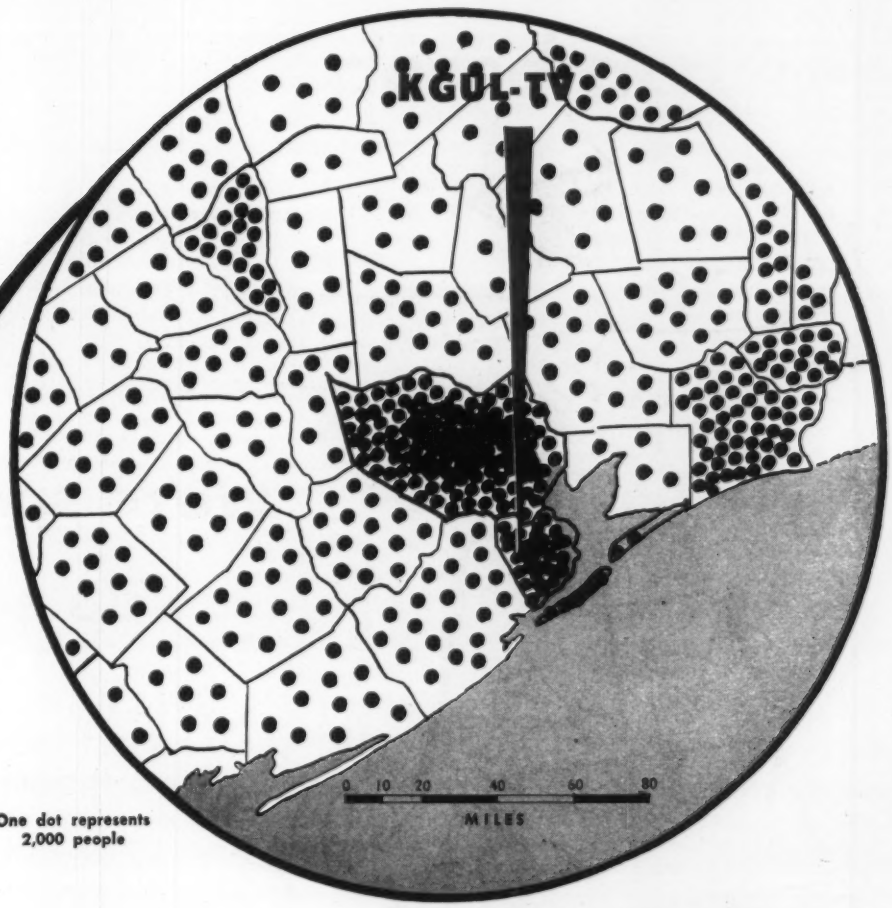
For over seven years BIG WTVR, "The Wide Area Station" has DOMINATED ITS AREA with coverage from Virginia's capital city which includes OVER 498,000 TV SET OWNERS . . . Top Coverage plus a top line-up of programs from both ABC and CBS, combined with Virginia's Favorite Local Personalities is the formula which is responsible for our RUN-A-WAY WITH VIEWERS.

It all adds up to ABSOLUTE SUPERIOR VALUE when it comes to DELIVERING CUSTOMERS and MOVING MERCHANDISE. These are the facts. Let us PROVE THEM with RESULTS.

WMBG AM WCOD FM WTVR TV

First Stations of Virginia
***a Service of* Havens & Martin, Inc.**

WMBG REPRESENTED BY THE BOLLING COMPANY
WTVR REPRESENTED BY BLAIR TV, INC.



One dot represents 2,000 people

YOU GET MORE ON

Area Coverage Means More Viewers Per Dollar

The Texas Gulf Coast Television Market is nearly twice the size of the Galveston-Houston Metropolitan market alone.

	Galveston-Houston	Gulf Coast TV Market*
Families	333,000	544,800
Income	$2,075,371,000	$3,076,812,000
Sales	$1,347,228,000	$2,091,153,000

KGUL-TV—the CBS Basic Affiliate for the Gulf Coast Area—**completely** covers the fastest growing major market in the country.

More audience every day means your advertising dollar buys more . . . every day on KGUL-TV.

*Measured by Research Department of Television Magazine

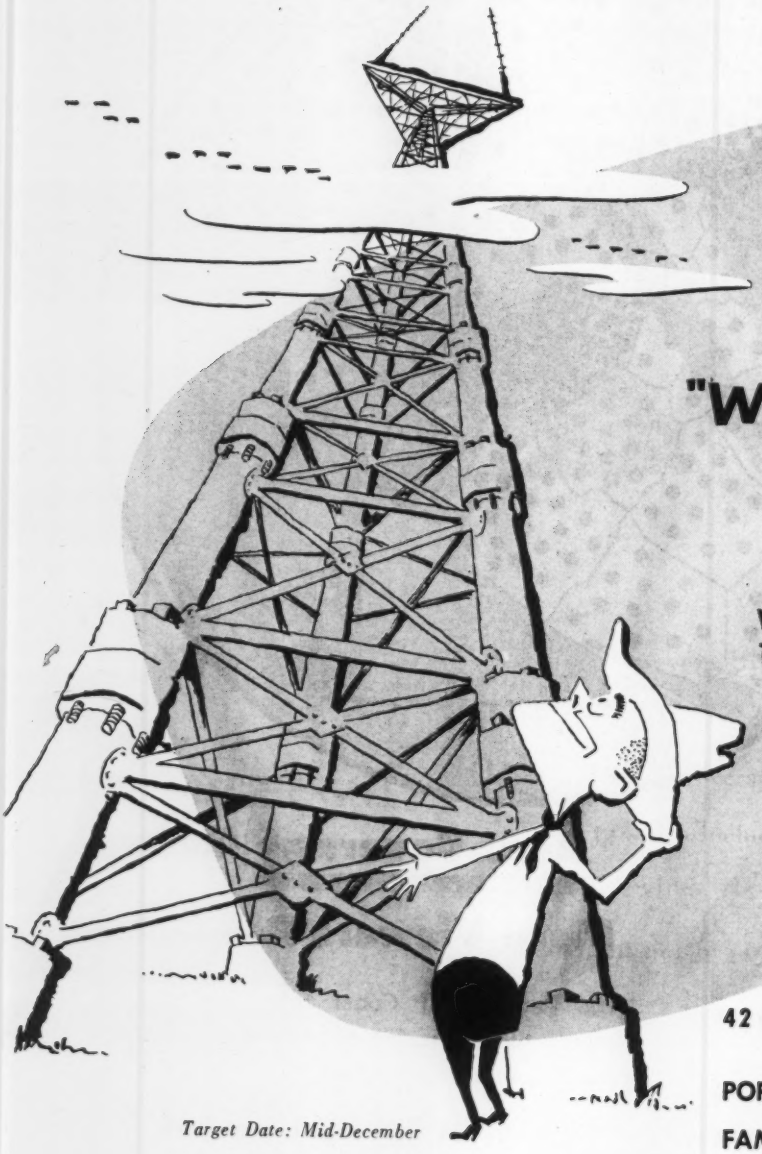
Represented Nationally by

CBS Television Spot Sales

kgul TV

Gulf Television Company Galveston, Texas

Published every Monday, with Yearbook Numbers (53rd and 54th issues) published in January and July by Broadcasting Publications, Inc., 1735 DeSales St., N.W., Washington 6, D. C. Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.



Target Date: Mid-December

"We're spreadin' up and out"

WITH OUR NEW TOWER 1685 FEET ABOVE AVERAGE TERRAIN . . .

42 COUNTIES IN TEXAS AND OKLAHOMA

POPULATION	2,272,000
FAMILIES	687,600
RETAIL SALES	2,582,192,000

552,740 television sets

CITY GRADE COVERAGE IN DALLAS AND FORT WORTH
BASIC CBS STATION

KRLD-TV

The Times Herald Station
Owners and Operators of KRLD Radio, 50,000 Watts
The Branham Company, Exclusive Representative.

The BIGGEST buy in the BIGGEST market in the BIGGEST State

CBS

Channel 4, Dallas
MAXIMUM POWER

JOHN W. RUNYON
Chairman of the Board

CLYDE W. REMBERT
President

closed circuit®

AGENCY BILLING SWEEPSTAKES • With returns in annual B•T survey of agency billings entering final stages, Young & Rubicam leads in radio and television expenditures for second straight year—and by widening margin. In surprise development, McCann-Erickson is offering strong competition to BBDO in neck-and-neck race for second place. Complete line-up of major agencies will be featured in Dec. 12 issue of B•T.

B•T

WITH SCOPE of FCC's network study set [B•T, Nov. 28] Dean Roscoe L. Barrow, director of special project, will be spending more time in Washington and shortly hopes to complete his full-time and part-time staff, probably to total 20. Originally committed to two days per week in Washington, Dean Barrow has been spending three days at FCC. After first of year, however, he will relinquish his teaching duties at U. of Cincinnati Law School and plans to spend alternate weeks in Washington, confining his school activity to administrative supervision.

B•T

CHAIRMANSHIP TENURE • Question over chairmanship tenure of George C. McConnaughey on FCC is cleared up for first time by White House records. He will serve until March 21, 1956, at least. Mr. McConnaughey became chairman Oct. 4, 1954, and President Eisenhower then announced policy of rotation on independent agencies. But Senate didn't confirm Mr. McConnaughey at special session so nomination went to Senate again last Jan. 10. On March 22, President signed new commission naming Mr. McConnaughey chairman for "one year."

B•T

EXACT language of President Eisenhower's order naming Mr. McConnaughey chairman: "Pursuant to the provisions of the Communications Act of 1934, I hereby designate George C. McConnaughey as chairman of the Federal Communications Commission for a period of one year." By March 21, 1956, President will designate new chairman. He could re-name Mr. McConnaughey, since rotation is his own idea and not law, but presumably he's committed to rotating policy. Who would succeed? Best guesses: John C. Doerfer, of Wisconsin, or Robert E. Lee, of Illinois, both Republicans. Remaining Republican, Rosel H. Hyde, of Idaho, started rotation and served from April 18, 1953, until succeeded by Mr. McConnaughey.

B•T

UNWANTED ACCOUNT • Democratic chieftains are becoming increasingly irritated over reluctance of big advertising agencies to bid for 1956 presidential campaign account, while GOP is surfeited with top agency connections. Suspicion is that big-time agencies fear wrath of some of their pro-GOP accounts. Chairman Paul Butler may pop off soon over purported "advertiser domination."

B•T

DEFINITELY in running for all or part of Democratic National Committee account are Joseph Katz Co., New York-Baltimore (which handled 1952 campaign); Biow-Beirn-Toigo Inc., New York, and Norman, Craig & Kummel Inc. (successor to Wm. H. Weintraub & Co.). Chairman Butler may announce selection shortly after his return to Washington next week.

B•T

FULL SPEED AHEAD? That FCC majority intends to proceed with determination of tv hearing cases probably was illustrated by deed last Friday. One hoary case—ch. 12 for Richmond, Va.—saw daylight, with grant to Larus & Brother Co. Inc. (WRVA) over Richmond Newspapers Inc. (WRNL) by split vote. (Story page 9.)

B•T

AMONG other docket cases reportedly in works and nearing announcement: Madison, Wis. (ch. 3), Radio Wisconsin (WISC and Evening Telegram Co.) vs. Badger Broadcasting Co. (WIBA); Fresno, Calif. (ch. 12), KARM vs. KFRE; Corpus Christi, Tex. (ch. 10), grant expected to KRIS by virtue of drop-out and disposition of protests. In Madison and Fresno cases, strenuous effort is being made by present FCC minority to toss them into allocations rule-making proceeding on ground that since no vhfs are presently in either place, they are ripe markets for deintermixture consideration.

B•T

DOW FOR DAYTIME • Dow Chemical Co., currently co-sponsoring *Medic* on NBC-TV (Monday, 9-9:30 p.m. EST), is understood to be willing to relinquish show to another advertiser in order to put its total tv budget into daytime. MacManus, John & Adams, New York, is agency.

B•T

THERE is little likelihood of formation of formal committee to defend interests of established vhf stations during upcoming allocation rule-making proceeding. But individual stations will seek to acquaint FCC and Congress with old-line vhf-ers' position and problems. One such organizational effort was made within Vitapix through its executive committee at meeting last week, with result that informal approach was decided upon. Another approach, looking toward video counterpart of radio's Clear Channel Broadcasting Service, has been discussed but, according to informed opinion, shows no immediate sign of jelling.

NBC FOR DEINTERMIXTURE? NBC is seriously considering allying itself with deintermixture advocates on ground that overall it's better to have open potential competitive situations than constricted economy which might lay tv open to monopoly charges, possibly give public utility concept chance to grow in minds of commissioners and Congress.

B•T

ANNOUNCEMENT of appointment of new second man of Radio Advertising Bureau, with title of vice president, expected at RAB board session this week. Conversation has centered around either promotion from within or appointment of former executive familiar with operations. In latter connection, name most frequently heard is John L. Hardesty, eastern sales manager of Westinghouse Broadcasting Co. and former RAB director of local promotion.

B•T

SOCIAL NOTE • CBS Board Chairman William S. Paley, in Washington last week for White House Conference on Education, paid his first call in years at FCC. He visited all seven commissioners, to pay his respects, and lunched with Chairman McConnaughey Thursday.

B•T

MOVIES are riding high these days in free publicity on leading network programs, but Allied Artists' pitch Nov. 27 on NBC-TV's Wide, Wide World *for upcoming movie "Friendly Persuasion" left NBC holding bag. Normally gratis performance because of promotion, tv scene resulted in 11th hour AFTRA ruling that network must pay each actor $241.50 minimum.*

B•T

TO THE BARRICADES • Still in early "feeler" stage at NARTB is idea designed to strengthen broadcaster defenses against legislative attacks, nationally and stateside, as well as charges made by pressure groups. It would take form of Washington roundup for state association presidents at which common problems and ways of meeting them would be reviewed. Idea has been fostered by NARTB President Harold E. Fellows, with tentative date in February proposed.

B•T

LENTHERIC (perfumes and toiletries) Div. of Olin-Mathieson Chemical Corp., New York, currently being handled by Cunningham & Walsh, New York, is expected to move to Grant Adv., also New York, first of year. Lentheric, sponsor of Chance of a Lifetime *on ABC-TV for past year, probably will continue that show. Company may also increase tv spot campaign on national, co-op basis with U. S. drug chains.*

in any language — **sales results**

Channel 8

Multi-City Market

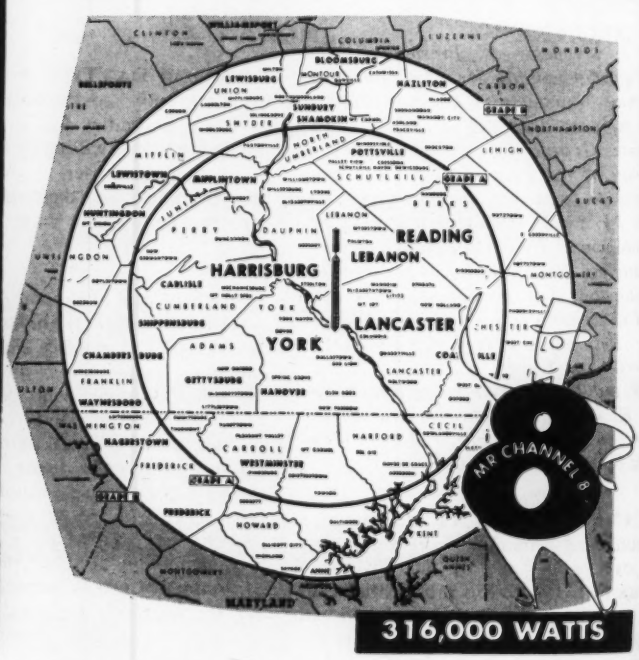
WGAL-TV

LANCASTER, PENNA.

NBC and CBS

Profitable selling is the only translation when you study this unique market. Here is a vast, *multi-city* region with 3½ million people. Their prosperity is proven by a TV set ownership of 912,950 and an annual spendable income of $5½ billion.

STEINMAN STATION Clair McCollough, Pres.



Representatives:

MEEKER TV, INC.

New York • Chicago • Los Angeles • San Francisco

at deadline

WRDW-AM-TV Sold Friday To Newspaper for $1 Million

SALE of WRDW-AM-TV Augusta, Ga., by Radio Augusta Inc. to Southeastern Newspapers Inc. (*Augusta Chronicle*) for $1 million announced Friday.

WRDW stations owned equally by Grover C. Maxwell Sr., Harry W. Jernigan Sr., Judge F. Frederick Kennedy, Allen M. Woodall, and W. R. Ringson. WRDW is 5 kw on 1480 kc. WRDW-TV began operating on ch. 12 in February 1954. Both are CBS affiliated and represented by Headley-Reed. William S. Morris is publisher of Southeastern Newspapers.

Other sale announcements:

KXOC Chico, Calif., from Harold T. Gibney by Jack O. Gross for $150,000. Mr. Gross is former owner of KFMB-AM-TV San Diego. Transaction handled by Blackburn-Hamilton Co.

KABQ Albuquerque, N. M., from Mrs. Helen Prince, Bert Arnold and associates by Mr. and Mrs. E. M. Sleighel for $110,000. Mr. Sleighel is former commercial manager of WTRY Troy, N. Y. Transaction handled by Blackburn-Hamilton Co.

Purchases are subject to FCC approval.

Meanwhile, application for FCC approval filed Friday for sale of KULA-AM-TV Honolulu from Pacific Frontier Broadcasting Corp. (William B. Dolph, Herbert L. Pettey and others) to Television Corp. of America Ltd. (Richard C. Simonton, Arthur B. Hogan, Albert Zugsmith and Jack A. Burnett) for $600,825. Buyers own KRKD-AM-FM Los Angeles. Messrs. Hogan and Zugsmith own Albert Zugsmith Corp., media broker. Mr. Burnett is present KULA 10% owner.

Also filed Friday for FCC approval was application in sale of ch. 6 KWFT-TV Wichita Falls, Tex., by Rowley-Brown Broadcasting Co. to KSYD Television Co., for $750,000, and of KWFT from Rowley-Brown licensee to Kenyon Brown for $75,000 [CLOSED CIRCUIT, Nov. 7]. New KWFT-TV owners own KSYD Wichita Falls. They are Sidney A. Grayson, 5%; Nat Levine, 20%; Murray and Irving Gold, 12.5% each; Ben, Roy and Leon Aaron, 6.67% each, and Theodore Shanbaum, 25%. Messrs. Grayson and Levine are Wichita Falls businessmen; others are Dallas businessmen.

First Touring Tv Opera To Be Initiated by NBC-TV

TELEVISION'S first touring opera company, to augment tv presentations of *NBC Opera Theatre*, was to be announced yesterday (Sun.) by Brig. Gen. David Sarnoff, chairman of board, NBC-RCA, during telecast of "Madame Butterfly" (1:15-3:30 p.m. EST).

Gen. Sarnoff said NBC Opera Company will make its first tour in fall of 1956, being on road minimum eight weeks, in major cities in U. S. and Eastern Canada.

Four-year contract with Judson, O'Neill & Judd, concert managers, signed jointly by Robert W. Sarnoff, executive vice president, NBC, and William M. Judd, vice president of concert firm. Tv presentations will continue on air (now about once each month) with personnel to be added to NBC Opera Company as part of expansion, Gen. Sarnoff said.

VERY MUCH IN BUSINESS

CBS TELEVISION Film Sales stands to wind up 1955 with billings approximately double 1954's and is getting ready to launch expansion of its properties to raise current 18 series to about 26 by next spring. Despite reports circulated to contrary, firm is not getting out of syndication business. Officials say they'll follow "balanced" policy of looking first—in some cases—for national or regional buyers before undertaking station-by-station sales, but also will still produce at least two series per year for syndication only.

DuMont Loses $2 Million In First 10 Months of 1955

LOSS of $2,019,000 for its operations in first 10 months of 1955 reported Friday by Allen B. DuMont Labs. Figure compares with net profit of $1,215,000 before taxes and $612,000 after taxes for comparable period of 1954.

Sales during 1955 period were $51,964,000 as compared with $67,593,000 for first 10 months of 1954. Included in 1954 sales totals were those of WDTV (TV) Pittsburgh, whereas 1955 sales include that station for only 10 days. DuMont sold WDTV to Westinghouse Broadcasting Co. early this year. Last year's figures also include sales of then-operating, now-defunct, DuMont Tv Network.

DuMont Labs had 2,361,054 shares of common stock outstanding during both 1954 and 1955 periods. Net profit per share, after preferred dividends, was 22 cents in 1954; net loss in 1955, 89 cents.

DuMont Completes Spin-off, Separates Broadcasting, Labs

ISSUE and transfer of stock in DuMont Broadcasting Corp. to common stockholders of Allan B. DuMont Labs now final and completes spin-off of DuMont's broadcasting properties, according to Allen B. DuMont, board chairman. Stockholders two months ago approved plan whereby one share of DuMont broadcasting stock was issued for each 2½ shares held in DuMont Labs, creating new corporation owned at outset by same stockholders as parent company. Its management has signified it will seek additional tv and/or radio stations [B•T, Oct. 17].

Approximately 944,000 shares and scrip of DuMont Broadcasting Corp. were mailed on basis of 1-to-2½ shares common stock in parent company as of record Nov. 14. Spin-off encompasses separation of broadcasting activity from company's electronics research, development and manufacturing operations, to clear way for independent managements and capitalization of each. DuMont Broadcasting owns and operates WABD (TV) New York, WTTG (TV) Washington and DuMont Tele-Centre, New York. Dr. DuMont is board chairman of both corporations. Bernard L. Goodwin (Paramount Pictures) is president.

• BUSINESS BRIEFLY

NU-ENAMEL NAMES K&K • Nu-Enamel Co. (paint products), Chicago, appoints Kuttner & Kuttner Inc., same city, to handle advertising effective Dec. 1. Radio will be used. Long-range plans call for consideration of color tv.

NAME CHANGE • Following surprise resignation of F. Kenneth Beirn as president of Biow-Beirn-Toigo Inc. (story page 39), it is expected that agency's corporate name will be changed after Jan. 6, when resignation becomes effective.

GENERAL FOODS BUYING • General Foods Corp. is buying radio-tv spot campaign in six newly created sales districts in Far West and Midwest to introduce Minute Potatoes (new shredded dehydrated potato product). Campaign, scheduled to start early in January, is handled by Young & Rubicam, N. Y.

NEW AGENCY FOR N. Y. COKE • Coca-Cola Bottling Co. of New York appoints Marschalk & Pratt Div. of McCann-Erickson, N. Y., to handle its advertising, effective Jan. 1. Account will be serviced by Arthur A. Bailey, M-E's executive vice president. William Esty & Co. previously handled Coca-Cola Bottling.

J-B NAMES GREY • Jacoby-Bender Inc. (watch attachments), N. Y., appoints Grey Adv., N. Y., to handle expanding advertising and promotion program, effective Jan. 1. J-B will return to sponsorship of *Stop the Music* on ABC-TV.

PORTABLE CAMPAIGN • Underwood Corp., N. Y., is set to launch extensive, one-week radio-tv spot announcement campaign throughout U. S. and Alaska on Dec. 12, utilizing 55 tv stations and 150 radio stations, to promote sales of its portable typewriters during holiday season. Brooke, Smith, French & Dorrance, N. Y., will supply stations with material for local dealer tie-ins.

TIMEBUYING • Time Inc. buying special, four-day radio promotion campaign for Christmas issue of *Life* magazine Dec. 21-26, in 25 major markets using minimum of 75 stations, through Young & Rubicam, N. Y.

RADIO, TV FOR SANKA • Maxwell House Div. (Instant Sanka), General Foods Corp., White Plains, N. Y., buying two separate radio and tv spot campaigns in major eastern and central markets. Radio spot campaign divided into two 4-day segments, Dec. 7-10 and 14-17 (Wed.-Sat.) using 25 stations. Tv campaign scheduled Dec. 11-25, using approximately 30 stations. Agency: Young & Rubicam, N. Y.

'QUEEN'S' CO-SPONSORS • Procter & Gamble and Boyle-Midway Div. of American Home Products reportedly signed as conditional co-sponsors for *Queen for a Day*, weekday serial which NBC-TV currently plans to place in 4:30-5 p.m. period, moving *Modern Romances* to 4-4:30 p.m. slot, starting tentatively Jan. 3.

WNBQ (TV), NABET Agree

AGREEMENT between NBC's o&o WNBQ (TV) Chicago and NABET in regard to staffing requirements for color tv operation was reached late Friday afternoon, NBC authorities confirmed. Details were not made known immediately. (See early story page 98.)

Sagebrush Shorty

TOPS IN DETROIT SUNDAY DAYTIME!

You may recognize the art work in this ad. It is the same we used when Sagebrush Shorty started on WJBK-TV last spring. But things are different! In 8 short months, Sagebrush Shorty, fresh from the plains of Texas, has taken over Detroit youngsters with a bang! In October's ARB, Sage and his Looney Tune cartoons were Number One of ALL DAYTIME SUNDAY SHOWS in Detroit with a whopping 10.6, much to the delight of sponsor Schafer Bread. Now Sage has a new Saturday show, 10 to 11 A.M., ready for participation, plus two one-minutes available Sunday. Need we say more?

Want to round up more sales than you ever dreamed possible in this rich Midwest area? Let Shorty rope and tie 'em for you as he has done so successfully for Kelloggs, Bordens, Dr. Pepper, Keds, Hostess ice cream and many others, with his master handling of commercials on Detroit's CBS station with the 1,057-foot tower and all the far-reaching power of 100,000 watts on Channel 2, serving 1,590,400 TV homes.

WJBK-TV

DETROIT CHANNEL 2

A STORER STATION

Represented Nationally by THE KATZ AGEN

National Sales Director, TOM HARK

118 E. 57th, New York 22, MURRAY HILL 8-8

at deadline

Richmond Tv Corp. Gets Final Grant for Ch. 12

FCC issued final decision Friday granting Richmond, Va., ch. 12 to Richmond Television Corp. (60% owned by WRVA that city and 40% by Morton G. Thalheimer interests). At same time Commission denied application of WRNL-AM-FM Richmond *(Richmond Times-Dispatch* and *News-Leader).*

Award followed examiner's initial decision issued earlier this year. Comr. Robert E. Lee dissented. Comrs. Rosel H. Hyde and Richard A. Mack did not vote. Comr. Robert T. Bartley issued concurring opinion.

In discussion of points of preference, Commission awarded only "one minor" preference to WRNL. This was for its more conveniently located studios. FCC also found against WRNL because of its newspaper-radio-tv interests. WRNL owners (Bryant family is major stockholder, Norfolk group is minority owner) control Richmond newspapers, *Petersburg* (Va.) *Progress-Index, Norfolk Virginian-Pilot* and *Ledger-Dispatch* (WTAR-AM-FM-TV and *Tampa* (Fla.) *Tribune* (WFLA-AM-FM-TV).

Nielsen Sets New System For Audience Measurement

MAJOR REVISIONS of Nielsen national tv ratings reports, designed to stress "average audience" equally with "total audience," due for announcement by A. C. Nielsen Co. this week. All tv "top tens" released by Nielsen in future will actually consist of two "top tens": one in terms of audience during average minute of program involved, and other, as in past, in terms of program's total audience, commonly known as "six-minute audience." (Nielsen full reports to subscribers have included "average" as well as "total" audience ratings but average audience figures have not been stressed in past.)

Principal effect of change will be that, under "average audience" concept, lengths of 60 and 90-minute programs will not give them rating advantage over shorter programs—for example, it was said, some hour-long and 90-minute shows have made "top tens" in total audience count but "wouldn't have come close" in terms of average audience (indicating high tune-in but also substantial tune-out).

FCC Questions Three More About Purported 'Imbalance'

THREE MORE am stations have been questioned about purported program "imbalance" by FCC's Broadcast Bureau, it became known Friday. This is in addition to 14 sent inquiries last week [CLOSED CIRCUIT, Nov. 28]. Stations come up for license renewal by regional grouping. They maintain license *status quo* pending determination.

Stations queried, including three new ones, were:

WAPL Appleton, Wis.; WATK Antigo, Wis.; WBAM Chicago, Ill.; WBEV Beaver Dam, Wis.; WCFL Chicago, Ill.; WEAU Eau Claire, Wis.; WEDC Chicago, Ill.; WEMP Milwaukee, Wis.; WGES Chicago, Ill.; WGEZ Beloit, Wis.; WHFC Cicero, Ill.; WHVF Wausau, Wis.; WIND Chicago, Ill.; WKRS Waukegan, Ill.; WMOK Metropolis, Ill.; WOKW Sturgeon Bay, Wis.; WPEO Peoria,

UPCOMING

Dec. 6-8: Mutual Affiliates Advisory Committee, Hollywood, Fla.
Dec. 8: CBS Radio Affiliates Assn. New York
Dec. 8-9: NBC-TV Affiliates, Chicago.
(For other Upcomings see page 125)

Omaha Stations Switch CBS-TV, NBC-TV Affiliations

SWITCH of CBS and NBC affiliations in Omaha Jan. 1 officially announced Friday with KMTV (TV) (ch. 3) becoming basic NBC-TV affiliate and WOW-TV (ch. 6) becoming primary basic affiliate of CBS-TV.

In joint announcement in New York, Robert W. Sarnoff, NBC executive vice president, and KMTV General Manager Owen Saddler said KMTV, which received programs from CBS-TV, ABC-TV and former DuMont Network, will carry full NBC-TV program service and continue some ABC-TV programs. At same time, Edward P. Shurick, CBS-TV national director of station relations, announced that WOW-TV, which formerly received NBC and DuMont programs, will join CBS-TV. Frank P. Fogarty is vice president and general manager of WOW-TV, which is owned by Meredith Pub. Co.

Detroit Stations Carry News For Struck Papers

DETROIT radio-tv stations increased news coverage Friday as newspaper shutdown entered second day. They jointly agreed to carry items from news reports prepared by Detroit Newspaper Publishers Assn. at newsroom in Hotel Fort Shelby. Striking stereotypers picketed WWJ-AM-TV building, across street from affiliated *News.* Supervisory workers operated stations Thursday but picket lines were described as not affecting WWJ operations Friday.

CIO newspaper guild members decided Friday to authorize union officials to publish their own daily newspaper during shutdown of three dailies.

Bashaw Succeeds Webb

THOMAS P. BASHAW, sales manager of KFH-AM-FM Wichita, Kan., Friday was appointed general manager to succeed late Frank V. Webb, who died last Monday of heart attack (see story page 86). Appointment was announced by Marcellus M. Murdock, publisher of *Wichita Eagle* and executive vice president of KFH-AM-FM.

RCA Declares Dividends

RCA Friday announced extra dividend of 50 cents and regular quarterly dividend of 25 cents per share on common stock, payable Jan. 23 to holders of record at close of business Dec. 16. RCA also reported dividend of 87½ cents per share was declared on first preferred stock for period Jan. 1-March 31, 1956, payable April 2, 1956, to holders of record March 12, 1956.

PEOPLE

DAVID HAYES, timebuyer and assistant to radio-tv director, appointed radio-tv director at W. E. Long Co., Chicago agency specializing in bakery accounts. He succeeds **E. C. FRITZ JR.,** resigned [B•T, Nov. 28].

SANTO FRANK PULISE, assistant art director, Scheideler, Beck & Werner Inc., N. Y., to Geyer Inc., same city, in a similar capacity.

TED LAZARUS has resigned as secretary-treasurer of George Blake Enterprises, N. Y., tv film producers.

BERNARD J. WIERNIK, general sales manager, Mogen David Wine Corp., Chicago, promoted to vice president in charge of sales and advertising.

KARL KNIPE, vice president and director, Anderson & Cairns, N. Y., elected secretary of agency by board of directors.

Technicians Get to Work On Channel-Swap Talks

TECHNICAL task force of government engineers met Friday with ODM officials to begin serious consideration of possibility of whittling out extra vhf channels for tv from present military and other government assignments. Technicians took over after *ad hoc* committee of top drawer interested government officials met day before to agree on policy. Believed favorable climate augurs announcement in week or two that couple of vhf bands have been cut loose for tv. In exchange, it's understood military is seeking other vhf frequencies not now used for tv.

Policy working group headed by Maj. Gen. Jerry Matejka, USA (Ret.), ODM telecommunications chief. Included is FCC Chairman George C. McConnaughey. Representing FCC on technical level are Chief Engineer Edward W. Allen, Asst. Broadcast Bureau Chief James E. Barr and Albert L. McIntosh, chief of allocations division in chief engineer's office.

Glover Heads New RCA Unit

NEW RCA UNIT, Semi-Conductor Div., handling transistors and related items, set up effective today (Monday) with Dr. Alan M. Glover as general manager. Dr. Glover, with RCA since 1936 in industrial tube work, had been manager of semi-conductor operations prior to formation of new division. RCA's action described as emphasizing importance corporation attaches to transistor field, according to W. W. Watts, RCA executive vice president, electronic products.

Three V.P.'s for ABC Film

APPOINTMENTS of three new vice presidents announced by ABC Film Syndication Inc., New York Richard P. Morgan, executive assistant to ABC Film Syndication President George T. Shupert, named vice president in charge of business affairs. John Burns, midwest manager in Chicago, promoted to vice president, and director of national sales. William Clark, western manager, appointed vice president and director of western sales division.

James W. Baldwin Retires

JAMES W. BALDWIN, former part owner of WGH Newport News-Norfolk, Va. and former managing director of old NAB (1935-37) last week retired after more than 28 years of government service. Mr. Baldwin was secretary of former Federal Radio Commission prior to joining NAB as assistant managing director in 1934. He was highest ranking civilian employe in Army Signal Corps at time of his retirement. He began government service in 1919.

the week in brief

WHEELING AND DEALING

Newhouse pays $18.7 million cash for Birmingham News *(WAPI, WAFM [FM], WABT [TV], and* Huntsville *(Ala.)* Times *(WHBS-AM-FM). Zeckendorf buys half of KBTV (TV). Other sales* *31*

RADIO-TV REVENUE TOPS BILLION

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*Reg. U. S. Patent Office

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SLIDE RULE-ETTE?

You've heard those fanciful formulas for determining the value of a broadcasting property:

Three and one half times the net.

One times the gross.

Someone even said recently—facetiously, we trust—that a television station should be worth two and one half times its losses.

There is no magic formula for such appraisal. Business conditions vary from community to community. Real estate values differ. These and other factors govern worth.

Blackburn-Hamilton Company offers a low-cost, efficient and confidential appraisal service. It is based upon the Company's unique experience as the oldest nationwide firm specializing in this area of broadcasting.

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Sterling 3-4341-2

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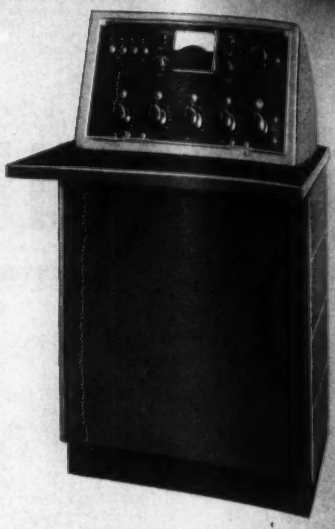
Ray V. Hamilton
Tribune Tower
Delaware 7-2755-6

SAN FRANCISCO
William T. Stubblefield
W. R. Twining
111 Sutter St.
Exbrook 2-5671-2

NEW BQ-2A 3-SPEED TURNTABLE designed specifically for 33⅓, 45 and 78 RPM operation. Low in price, but retaining highest performance characteristics. Simple, sure-fire drive mechanism with self-compensating rim drive. Smooth half-turn starting at any speed for easy cueing.

BQ-70F DELUXE, 3-SPEED TURNTABLE. Newest edition of RCA's famous 70-series transcription turntables. Photo shows installation of Universal Tone Arm for Vertical and Lateral standard groove transcriptions and a lightweight tone arm for 45 and 33⅓ fine-groove recordings.



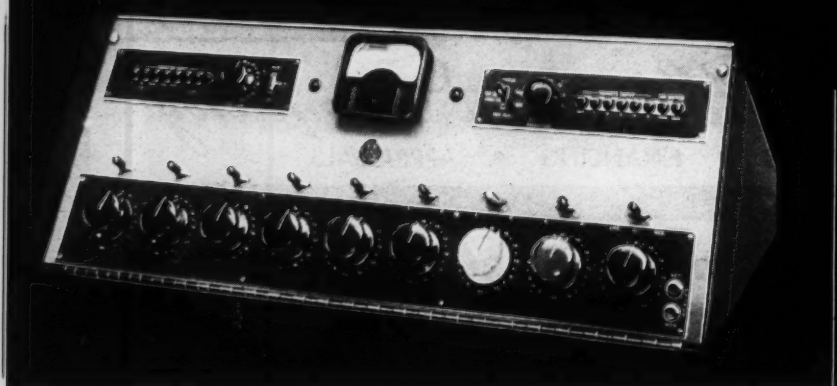
BC-4A AUDIO CONTROL. This new unit pr vides adequate control and switching for s studio, control booth, two turntables, n work, 2 remotes, and tape recorder. Addi of a second BC-4A doubles facilities, perm dual-channel operation. Ideal audio s control for TV stations.

Everything in Audi

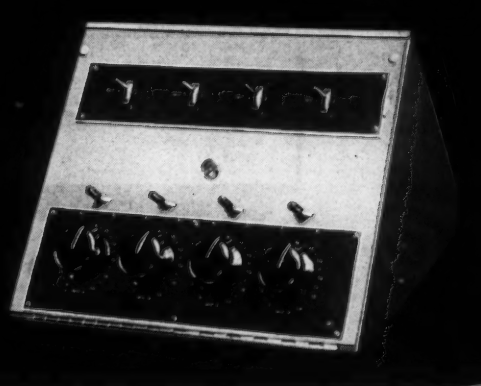
Pictured on these pages are just a few of the units—from the most complete line of professional audio equipment for AM, FM and Television.

Application-engineered to fit every Broadcast audio pick-up and reproduction situation in the station, this comprehensive line includes...microphones and microphone accessories...turntables...tape recorders...amplifiers...loudspeakers...custom-built equipment...plus hundreds of other audio items needed to meet each and every station requirement.

RCA audio equipment is imaginatively designed to exceed present-day station *requirements—competitively*. It makes possible new techniques in program handling—offers a new basic approach to greater operation economy. Ask your RCA Broadcast Sales Representative for complete technical information. In Canada, write RCA Victor, Ltd., Montreal.

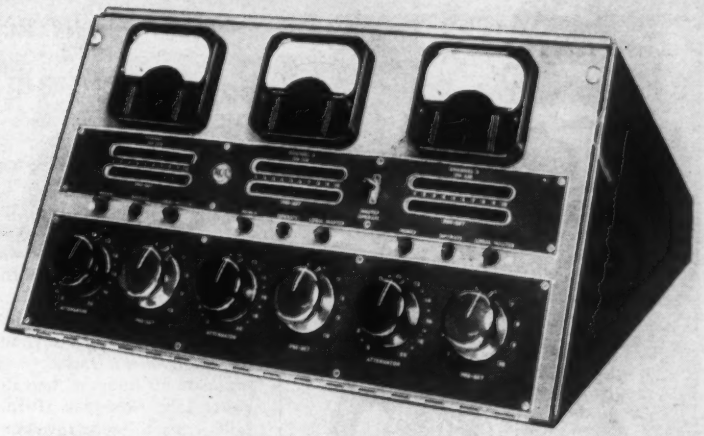


BC-2B STUDIO CONSOLETTE. "Low-boy" console offers deluxe, operation-proved features usually found in custom-built equipment—but at a standard "package" price. Includes complete high-fidelity speech input provisions for 2 studios, announce booth, 2 turntables, 5 remotes, and network.



BCM-1A AUXILIARY MIXER CONSOLE. For large AM and T studios. It triples the microphone inputs of the BC-2B—up to 1 microphones can be connected—8 can be used simultaneously Enables you to "block-build" as required.

-12B PROFESSIONAL TAPE RECORDER (CONSOLE TYPE). ...e as RT-11B and includes all the design features ...f the rack-mounted unit—but is ideal for use near ...a RCA Consolette or turntables in control rooms or ...dios where rack space is not available.



BCS-11A MASTER SWITCHING CONSOLETTE. For broadcast stations requiring master switching facilities for three channels. Can be used for pre-set master switching—up to 10 program sources.

...for AM or TV!

FREE technical brochures on RCA Broadcast Audio Equipments—from your RCA Broadcast Sales Representative. Ask for the bulletins you desire by the numbers given below:

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...C-2B Studio Consolette	B-1100
...CM-1A Auxiliary Mixer Console	B-1108
...CS-11A Master Switching Consolette	B-1116
...Q-1A Turntable	B-1616
...Q-70F Deluxe, 3-speed Turntable	B-1600
...T-11B Professional Tape Recorder for Rack Mounting	B-1700
...T-12B Professional Tape Recorder (Console Type)	B-1700
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RADIO CORPORATION of AMERICA

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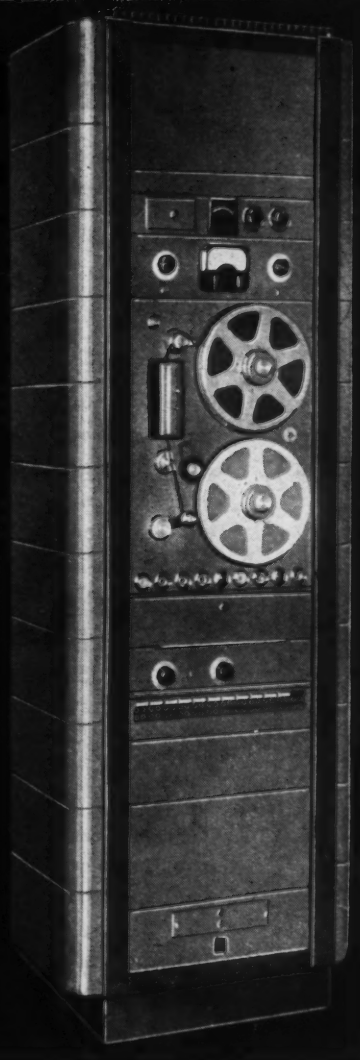


BTC-1B TRANSMITTER CONTROL CONSOLE. Handles all audio mixing and transmitter switching for AM station operation. Add-a-unit design does away with obsolescence—enables you to add control turrets and desk sections as your station grows.

RT-11B PROFESSIONAL TAPE RECORDER FOR RACK MOUNTING. Designed for applications where precision timing and reliability are prime factors. RT-11B provides push-button control, automatic tape lifters, quick starts and stops in 1/10 second, and easy cueing.

CAPITAL TYPES #16

THE FREE LOADER

Drinks to forget, but forgets what. Plenty metal. Brassy personality, nerves of steel, and a cast iron constitution. First got sick on pistachio ice cream and jelly beans at age of seven; has built up enormous tolerances since. (Still can't confront a jelly bean without paling.)

But Washington advertisers are confronted with nothing but success when they use WTOP Radio. WTOP gives them (1) the largest average share of audience (2) the most quarter-hour wins (3) Washington's most popular personalities and (4) ten times the power of any other radio station in the Washington area.

WTOP RADIO

Represented by CBS Radio Spot Sales

ASSIGNMENT: INDIA

THEY MIGHT have been the voices of Pilgrims telling the world of their struggles: "You cannot fathom what freedom really means to us" . . . "You are wrong to call us neutrals—we simply cannot afford the luxury of war" . . . "We want so very much to learn." But the voices came from India, the second largest democracy in the world, torn between tradition, time and power politics.

They were but fragments pointing up the largeness of NBC-TV's Thanksgiving Day project, *Assignment: India*. And within the short space of 60 minutes, narrator Chester Bowles, writer John Frederick Muehl and producer Ted Mills tried to piece together the jig-saw puzzle of the new India. In the hour allotted to them, these men had to convince U. S. viewers that "as India goes, so goes all of Asia." If the U. S. viewer was not convinced, he should have been, for it was one of the more lucid and admirable network documentaries.

Much of the credit for this must go to Chester Bowles, advertising executive turned state's governor turned diplomat-at-large. Between 1951 and 1953, Mr. Bowles, as U. S. Ambassador to India and Nepal, brought a unique shirt-sleeve diplomacy to his job. His candor and friendliness won him the respect and confidence of every Indian, Brahmin or untouchable. This telecast was, in effect, an ambassador's report to the people. It stated flatly that loss of confidence in India ("trying to jam 100 generations into one while continuing to draw from its past heritage"), would be akin to surrendering 60,000 square miles of real estate to the Soviets.

The program was all the more memorable because it made no predictions, saw no trends, but merely reported facts as seen through the eyes of the Indians themselves. The juxtaposition of old India with the new was accomplished through the motion picture camera, yet the impact remained vocal. To hear one farmer declare in broken English that "since Ghandi, we are no longer afraid but hopeful and free" was perhaps the most potent message to come through our tv screens on a day set aside to honor our own pioneering forefathers.

A color spectacular, *Assignment: India* was not only a somber lesson in 20th Century history; it was journalism in the best of television's tradition.

Production costs: Approximately $90,000.
Telecast in color and black-and-white, sustaining, Nov. 25, 5-6 p.m. (EST), NBC-TV.
Narrators: Chester Bowles and Frank Blair.
Producer and Director: Ted Mills; field director and assoc. producer: Robert Graff; production manager: Don Cash; photographers: W. Suschitzsky, Malcolm Gasper, Margaret Bourke-White; writer: John Frederick Muehl; art director: Merle James; musical score: Alan Hevhaness; musicians: Ustad Ali Akbar Kahn, Pandit Chatur Lal; sound: Ching Mountenay.

DEAREST ENEMY

PASSING OVER the scintillating musical comedy scores Richard Rodgers and Lorenz Hart penned during the 1930's and '40's, producer Max Liebman dug up what must be the song writing team's most anemic effort, "Dearest Enemy," for his Nov. 26 NBC-TV color spectacular.

This long-buried item, first presented on the Broadway stage in 1925, hasn't one memorable tune ("Here in My Arms" comes closest to making the grade) and the Herbert Fields book (adapted for tv by William Friedberg and Neil Simon) is obvious and labored.

Based on an incident in early New York history, "Dearest Enemy" tells how Mrs. Margaret Murray, of Murray Hill, and her niece Betsy connived to captivate British General Sir William Howe and his staff during a tea party, thus delaying the Redcoats' departure long enough to allow General Putnam and 3,000 Continental troops to escape from the Battery to Harlem Heights, where they joined General Washington.

Doing their very best with what they had to work with were Anne Jeffreys, as the spirited Betsy; Robert Sterling, as her British boy friend, and Cyril Ritchard as General Howe. Cornelia Otis Skinner, in the role of Mrs. Murphy, was up to her usual fine standard in the acting department but was far from being at ease in the musical portions.

Production costs: Approximately $145,000.
Sponsored by Oldsmobile Div., General Motors Corp. through D. P. Brother on NBC-TV, Sat., Nov. 26, 9-10:30 p.m.
Producer-director: Max Liebman; associate producer-director: Bill Hobin; words & music: Rodgers & Hart; original book: Herbert Fields; tv adaptation: William Friedberg and Neil Simon; book director: Milton Lyon; choreography: James Starbuck; costumes: Paul Du Pont; scenic designer: Frederick Fox; musical director: Charles Sanford; choral director: Clay Warnick.

Seen and Heard

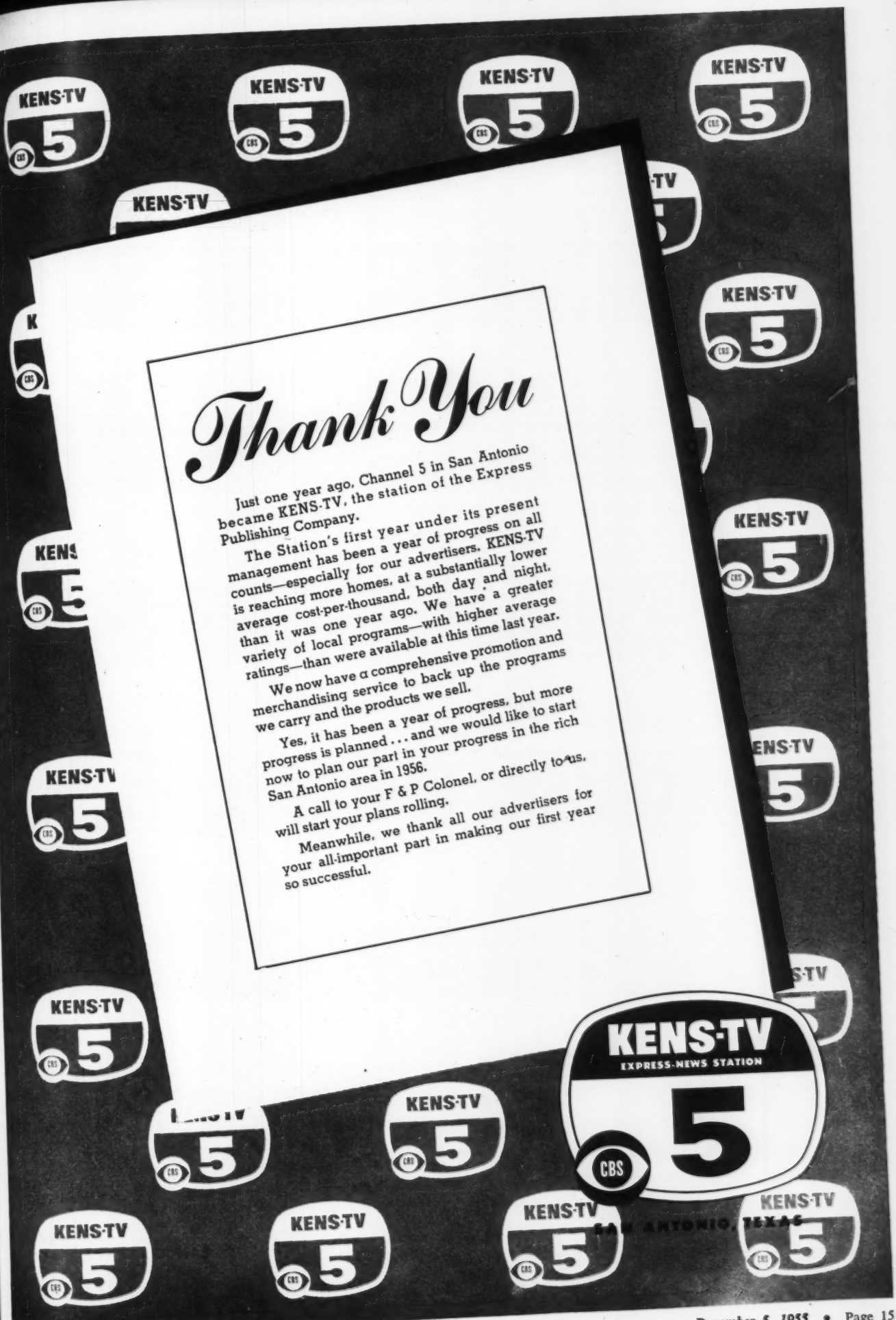
TO JUDGE by the telecast of the Army-Navy game Nov. 26, it is easy to believe that football was the reason for the invention of color television. Colorcasting gave the game clarity and drama that monochrome cannot match. But score one inexcusable fumble to NBC-TV and a sponsor. At the end of the game the West Point cadets began streaming on the field in a scene of magnificent color. Just as the scene began to develop it was blacked out by a monochrome commercial which dully and interminably pitched for White Owl cigars. Sales of rival brands must have been helped.

LIFE, some of our more *avant garde* intelligentsia say, mirrors art. It couldn't have been more true than in Ed Murrow's documentary on education (CBS, Nov. 27, 5-6:30 p.m.). In one segment, the television journalist had three homespun females of Pine, Colo., arguing bitterly with the school superintendent on the merits of a bond issue which would have closed down their two-room country schoolhouse in favor of a large, consolidated school building. If these women had been portrayed in a play, critics would have hailed the exquisite characterization; in real life they were superb. P.S.: The bond issue won.

BROADCASTERS watching the *Alcoa Hour* on NBC-TV Nov. 27 must have been wryly amused at the plot of the drama, which made much of a televised hearing of a House of Representatives committee. For they know, as the author of "Thunder in Washington" obviously did not, that Speaker Sam Rayburn has expressly forbidden the telecasting of any House committee session.

A CHECK-LIST FOR MARKETING MANAGEMENT, by C. J. Courtney. 65 pp. $2.50.

DR. COURTNEY, director of the marketing department, College of Commerce, Creighton U. in Omaha, has prepared this mimeographed check-list of the business functions of marketing primarily for the use of his classes, but many a business man would find it of value in helping to find a solution to his marketing problems. As the business functions of marketing, Dr. Courtney lists advertising, marketing research, merchandising, sales management and sales promotion, using his own logical, if somewhat unorthodox system of assigning the responsibilities of each division.


KENS-TV
5
CBS
Thank You
Just one year ago, Channel 5 in San Antonio became KENS-TV, the station of the Express Publishing Company.
The Station's first year under its present management has been a year of progress on all counts—especially for our advertisers. KENS-TV is reaching more homes, at a substantially lower average cost-per-thousand, both day and night, than it was one year ago. We have a greater variety of local programs—with higher average ratings—than were available at this time last year.
We now have a comprehensive promotion and merchandising service to back up the programs we carry and the products we sell.
Yes, it has been a year of progress, but more progress is planned . . . and we would like to start now to plan our part in your progress in the rich San Antonio area in 1956.
A call to your F & P Colonel, or directly to us, will start your plans rolling.
Meanwhile, we thank all our advertisers for your all-important part in making our first year so successful.
KENS-TV
EXPRESS-NEWS STATION
5
CBS
SAN ANTONIO, TEXAS

...He Says You Should L

FREE & PETERS, INC.

Pioneer Station Representatives Since 1932

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230 N. Michigan Ave.
Franklin 2-6373

DETROIT
Penobscot Bldg.
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ATLANTA
Glenn Bldg.
Murray 8-5667

FT. WORTH
406 W. Seventh St.
Fortune 3349

HOLLYWOOD
6331 Hollywood Blvd.
Hollywood 9-2151

SAN FRANCISCO
Russ Building
Sutter 1-3798

d LIVE With The Lady!

THE lady who selects cartons and cans and bottles from the shelves of her Favorite Store has an unbelievable number of suitors . . . and every one of them tries every trick in the book to persuade her to pick up *his* package.

The Colonel has observed that one of the best tricks of all is to practically live with the lady at home . . . to call on her again and again and again at times when she's in the mood to think about soap or soup, or whatever you sell that she buys regularly. Moreover, the Colonel has a carefully worked out selection of Plans designed to turn that trick through daytime television — where rates are low and feminine interest is high.

These Plans are neither difficult to achieve nor expensive to buy, *and it costs absolutely nothing to find out how they work.* Your Free & Peters Colonel would like to drop his hat in *your* office and show them to you.

Representing VHF Television Stations:

		VHF CHANNEL	PRIMARY
EAST — SOUTHEAST			
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WGR-TV	Buffalo	2	NBC
WWJ-TV	Detroit	4	NBC
WPIX	New York	11	IND
WPTZ	Philadelphia	3	NBC
KDKA-TV	Pittsburgh	2	NBC
WCSC-TV	Charleston, S. C.	5	CBS
WIS-TV	Columbia, S. C.	10	NBC
WDBJ-TV	Roanoke	7	CBS
WTVJ	Miami	4	CBS
MIDWEST — SOUTHWEST			
WHO-TV	Des Moines	13	NBC
WOC-TV	Davenport	6	NBC
WDSM-TV	Duluth-Superior	6	NBC
WDAY-TV	Fargo	6	NBC-ABC
WCCO-TV	Minneapolis-St. Paul	4	CBS
KMBC-TV	Kansas City	9	ABC
WBAP-TV	Fort Worth-Dallas	5	ABC-NBC
KFDM-TV	Beaumont	6	CBS
KENS-TV	San Antonio	5	CBS
WEST			
KBOI-TV	Boise	2	CBS
KBTV	Denver	9	ABC
KGMB-TV KMAU—KHBC-TV	Honolulu Hawaii	9	CBS
KRON-TV	San Francisco	4	NBC

Guest
arrived,
Performer dead . . .

Forgot the name,
Was her face red!

BUT - not with
TELEPROMPTER
SERVICE

That's why —
ADVERTISERS PREFER
TelePrompTer stations like

WRGB
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LOS ANGELES CHICAGO WASHINGTON TORONTO

OPEN MIKE

EXecutives

EDITOR:

I think that this is the very first time that I have ever addressed a "letter to the editor." However, I had to write to hand you a great big kudo for the article in the Nov. 28 issue titled, "They Tell Me I'm Too Good To Hire" . . .

Since leaving ABC, where, as you know, I was a vice president and also general manager of WABC-TV and prior to that general manager of WABC, I've listened to more reasons why I don't get hired and have been given more free advice about how to go about getting hired than the time consumed by all the debates in the Security Council of the U. N. since its inception more than ten years ago . . .

Because the author of this article has had an experience that so closely parallels mine, you might be interested to know that at least a dozen people have called to compliment me on it. Pray, please pass these along to Mr. Anonymous. As a matter of fact, I should like to communicate with him in view to joining up with him, buying a radio station, and then start to make our own excuses.

Ted Oberfelder
New York

Planning Guide

EDITOR:

. . . I have read your informative magazine over many years and derive much important material that frequently guides me in my planning as to tv distribution.

Charles E. Skinner, Pres.
Charles E. Skinner Productions
New York

More In-Studio Training

EDITOR:

The news item under the educational category [B•T, Nov. 7] concerning WSTV-TV's instruction of television courses is not quite correct.

WTRF-TV has been doing this type of work with three area colleges for more than a year, and this year is presenting Speech 340 class at West Liberty State College, receiving three hours credit, for an on-the-job type course. During the semester each student must observe 15 actual hours in the WTRF studio working with the camera crew. . . .

C. Greg Van Camp, Prog. Dir.
WTRF-TV Wheeling, W. Va.

[EDITOR'S NOTE: B•T's story of the in-studio training course for Ohio State U. given by WSTV-TV Steubenville reported that this was "said to constitute" first such course at commercial station in Tri-State area.]

History Lesson

EDITOR:

Johnny Outler's article "Who Put the Mud on Radio's Shoes?" [B•T, Nov. 21], is so-o-o right! . . .

As he reports, way back before World War II there was a group of "tough-minded" broadcasters who brought forth a code of self-regulation as the only answer to the alternative of regulation by government (there are those who forget so quickly, and who still take this matter lightly).

I know how tough they were, because I worked for them as the first secretary of the original NAB Code Committee.

These gentlemen had the guts to face up to the programming problems of that day and in good order took on the problems of Father Coughlin, Doc Townsend, planned parenthood and contraceptive advertising on radio, and the commentaries of Elliot Roosevelt when his pappy was the resident at 1600 Pennsylvania Ave. . . .

They also took quite seriously the problems of "continuity acceptance" and "good taste," PI's and published a weekly list of the would-be chiselers. They met with every "segment" of the listening public—housewives, educators, religious leaders, parents and kids. They were not afraid to report their findings boldly to the agencies and sponsors without the benefit of Univac and all profited from the interchange of this grass roots information.

The boys used to pay a good deal of attention to multiple hitch hikes and cowcatchers in those days. Now, especially in television, we get a running commercial express that not only has double-whammy cowcatchers and hitch hikes, but the caboose and baggage car thrown in between two or three breathless station breaks that leave the listener and viewer resentful and the advertiser's identification lost.

To any student of this business, I think it is demonstrable that the continuous [use of the protection] of the NARTB Code of Fair Practices to cover up poor practices is being rejected by listener and viewer alike. And here is the danger point: such rejection inevitably leads to a rejection of all advertising claims made through the same transmitter—no matter how valid they may be. When this reaches Madison Ave., watch out. When this reaches Washington, it may be too late to see your nearest Congressman.

Edward M. Kirby
Washington, D. C.

Grateful Voice

EDITOR:

During the past year the Voice of America has had many milestones and I want to thank B•T for keeping the radio and television industry of this country informed about the major developments of our government's worldwide broadcasting service . . .

Good news coverage of the Voice of America activities by B•T and other publicatons serving the radio and television industry has helped to bring about the splendid cooperation we now enjoy with all domestic broadcasters.

Without this cooperation, a program such as our new daily show *Panorama—USA* (launched Oct. 31) would be virtually impossible. Much of the music and many of the special features of this 60 minutes of information about America, its people, its music and culture, is obtained through the cooperation of all four American radio networks, independent stations, individual artists and the various American unions.

We appreciate B•T's interests in the Voice of America and the good work you have done in our behalf.

J. R. Poppele, Asst. Dir., Radio & Tv
United States Information Agency
Washington, D. C.

Film Fan

EDITOR:

If every day were like yesterday [Thanksgiving], a day for eating, resting and thinking, I think I might be writing you a lot more of these letters.

What prompts me to write this is your issue of Nov. 21. I don't know when I've read a publication with such a variety of news and information of interest to our business and the industry as a whole. I had the opportunity yesterday morning to carefully read this issue and was again very much impressed with the service you are rendering.

R. R. Kaufman, Pres.
Guild Films Co., New York

Only WOWO covers the "Market Between"

bigger and richer than most big-city markets!

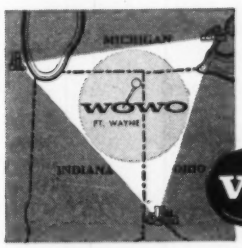
The facts about Southern Michigan, Eastern Indiana and Western Ohio—the area blanketed by WOWO and *not* covered fully by any other single medium—speak for themselves:

- 4 million people
- 6 billion spendable income (51% more than Detroit)
- $903 million spent for food last year
- $106 million spent for drug products
- $757 million spent for automotive products

By any measurement, "Market Between" is a *major* market, comparable with the cities of Boston, San Francisco and St. Louis *combined*. And only WOWO covers it. In the last 27-county Pulse, WOWO scored 476 firsts out of a possible 476! Get complete market data and availabilities from Tom Longsworth, WOWO Sales Manager at Fort Wayne, Anthony 2136, or Eldon Campbell, WBC National Sales Manager, at Murray Hill 7-0808, New York City.

WOWO Fort Wayne

WESTINGHOUSE BROADCASTING COMPANY, INC.

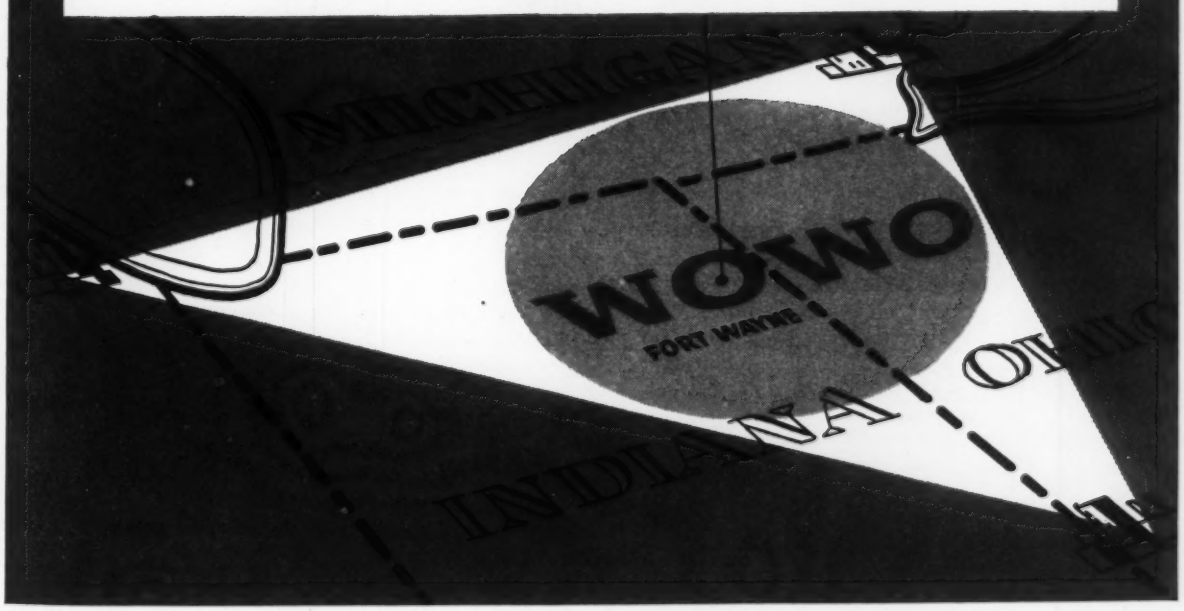


RADIO
BOSTON—WBZ+WBZA
PHILADELPHIA—KYW
PITTSBURGH—KDKA
FORT WAYNE—WOWO
PORTLAND—KEX

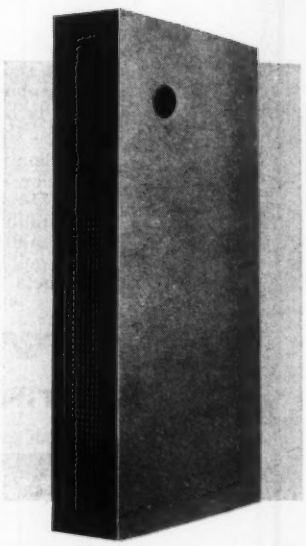
TELEVISION
BOSTON—WBZ-TV
PHILADELPHIA—WPTZ
PITTSBURGH—KDKA-TV
SAN FRANCISCO—KPIX

KPIX REPRESENTED BY THE KATZ AGENCY, INC.
ALL OTHER WBC STATIONS REPRESENTED BY FREE & PETERS, INC.

W B C



G.E.'s COLOR FILM CENTER
FOR BOTH COLOR AND



G-E Scanner Pickup—serves the same function as the film camera now used with B&W projectors. Dichroic mirrors break the light from the projectors into primary colors—photo-electric pickup cells convert it to electric signals.

See... Compare... Decide...

G.E.'s Scanner System coupled with the Eastman Continuous Motion Projector result in exceptionally high light transmission for the brightest, cleanest, sharpest color television pictures.

Many times the light output of other CM optical systems make it possible to obtain the best pictures from your "problem" films or slides—regardless of age or density.

Automatic film shrinkage compensation—virtually guarantees the same quality of projection time after time regardless of film shrinkage.

Double-duty—available for monochrome or color projection.

Block-Build. Start with 2x2 Dual Slide Scanner. Add one Continuous Motion Projector for limited film programming. Add a second projector, when needed, for monochrome or color film facilities.

Separate scanner tubes in each projector—assure reduced lost air-time in the event of tube failure.

Reduced maintenance and operating costs. Accessibility, simplicity of circuits, and minimum adjustments during operation cut manpower costs.

Masking amplifier actually can make the final picture better than original film.

Film threading of the Eastman Continuous Motion 16 mm Projector is fast and easy. Light compensating mirrors, behind window, are out of the focal plane—eliminating dust problem—and rotate at 770 rpm.

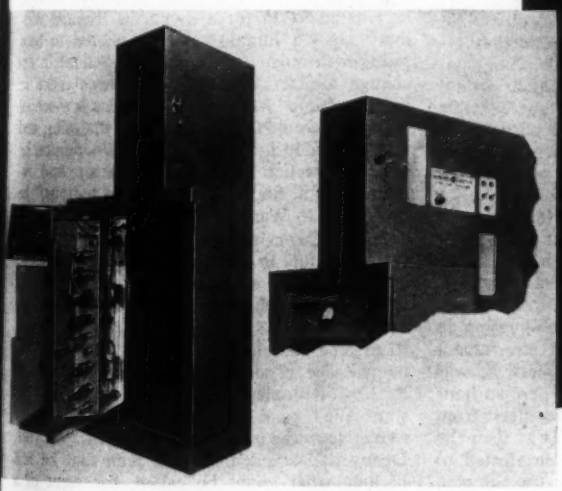
ER DELIVERS TOP FILM QUALITY ND MONOCHROME SERVICES

The Completely New G-E Color Film Center. A New System— A New Continuous Motion Projector. For Monochrome Service NOW— Color When You Want It!

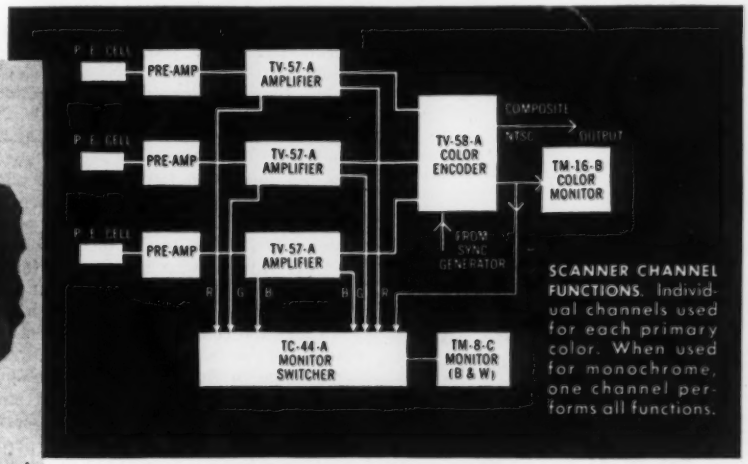
WHAT IT IS. The General Electric Film Center is a complete equipment package for your station projection room. It operates on the Scanner principle and consists of a 16 mm Continuous Motion Scanner; a 2x2 Dual Slide Scanner; and a Scanner Pickup. The entire equipment package is *newly designed*, specifically for color or monochrome operation—or both.

THE G-E SCANNER SYSTEM. G.E.'s Film Center, using the Scanner principle, features better picture quality, a simpler operating method, and, lower cost for operation and maintenance. No other type system offered today can match these high G.E. requirements. The G-E Scanner system gives your station the benefits of photo-electric pickup tubes which are simple, mass-produced, inexpensive—with a record of *dependable performance*. Sweep circuits or sync signals are not needed. Color registration, smear, or shading problems *do not exist*.

WHAT IT DOES FOR YOUR STATION. Your station can replace old equipment with a modern, G-E-designed package which will pay its way on monochrome service *now*—be on stand-by for color when you want it. With the G-E Film Center you can install basic units, block-build additional equipment as your needs and expansion plans dictate. Quality film and slide operations are assured, control monitoring is reduced. The overall operation is simplified and less costly than others. You owe it to the station to see this G-E system.



2x2 Dual Slide Scanner—handles up to 16 paper, metal, or cloth-bound slides with fast positive action change. Outside knobs provide quick focus control. Slide change controls can be at the scanner or at the console.



SCANNER CHANNEL FUNCTIONS. Individual channels used for each primary color. When used for monochrome, one channel performs all functions.

FREE BOOKLET, SPECIFICATIONS! For detailed information about the new General Electric Color Film Center see your local G-E Broadcast Equipment Manager, or, write to: *General Electric Company, Broadcast Equipment, Section X2125-5, Electronics Park, Syracuse, New York.* In Canada, write to: *C.G.E. Electronics, 830 Lansdowne Avenue, Toronto.*

Progress Is Our Most Important Product

GENERAL ELECTRIC

CASE HISTORY—AUTOMOBILES

ALL DAY is Automotive Traffic Time in Southern California

Here's proof . . . . the K-BIG success story of Avalon Motors, Buick Dealer in Wilmington, California, as told by Jack Frost of Hunter-Willhite & DeSantis Advertising Agency.

"We can show a positive increase in volume of new Buicks sold at Avalon Motors; from 30 cars per month to 60 cars per month, in a period of approximately eight weeks. We and the dealer are very pleased, inasmuch as KBIG produced this 100% increase with a KBIG budget of only $1,200 per month, (100 spots). No other radio station was used, and the spots were placed with only small regard for strict automotive hours."

And the buyers came from the mountains, deserts, orange belt as well as Los Angeles and San Diego.

"Well, that's it . . . another smash success for KBIG. . . ."

In Southern California, you are "IN" when you are "ON" KBIG.

For more proof of KBIG successes, ask your KBIG representative or Robert Meeker man.

JOHN POOLE BROADCASTING CO.
6540 Sunset Blvd., Hollywood 28, California
Telephone: HOllywood 3-3205

Nat. Rep. Robert Meeker & Assoc. Inc.

our respects

to DAVID CHARLES ADAMS

A MAN could get ulcers, almost, just trying to describe David Adams' job in a few words that are both accurate and adequate.

His line in the NBC executive roster calls David Adams a staff vice president. Examination of the roster reveals only one other such, this being another man of diverse talents and responsibilities, Emanuel Sacks. For Mr. Adams, being staff vice president means handling a variety of NBC special projects and planning assignments that do not fall squarely within the jurisdiction of an operating vice president but may involve several operating fields. What makes it more difficult to define is that his job also takes him frequently into areas over which others have responsibility.

Mr. Adams operates without a staff. No organization reports to him. He himself reports to Executive Vice President Robert W. Sarnoff, whom he serves as a kind of project and planning officer. Among the projects on which he has worked, for example, are the NBC-TV Program Extension Plan for getting advertisers to add small markets to their NBC lineups (a project which involved three NBC departments primarily: sales, programming, station relations; certain aspects of NBC-TV's color planning (involving programming, production facilities, sales), and NBC Radio's *Monitor* concept (sales, programming, and station if not industry-wide relations). As another example of the duties that fall his way, he currently is coordinating the presentations which NBC will make at the semi-annual meeting of its television affiliates in Chicago this week.

Mr. Adams, who has had roving types of assignment for most of his eight years with NBC, might be said to have entered radio through the congeniality of strangers. In 1941, tired of the tedium of practicing law, he left his home in Buffalo and went job-hunting in Washington. After calling on 18 government agencies in three days without success, he was ready to shuffle back to Buffalo. Then, an hour before train time, he received three offers: from FCC, the Labor Dept., and what was then the Office of Price Administration. He elected to accept the FCC offer "mostly because the people I'd met there seemed congenial."

Thus he got into radio. But it was six more years before he got into radio broadcasting. From the time he started at FCC in September 1941 until he left to join NBC in December 1947, he worked exclusively in the common carrier division. He rose to the post of assistant to the FCC general counsel and during this tenure, again, he was a man of diverse duties.

He served as Commission counsel in numerous common carrier cases, as is usual for a Commission lawyer, and he also had key roles in several major proceedings, notably the long-drawn one which merged Postal Telegraph Co. with Western Union. He also was a member of the cable and radio committees of the old Board of War Communications and participated in several postwar international communications conferences. He was a member of the U. S. delegation to the Moscow five-power Telecommunications Conference in 1946 and, the same year, a U. S. observer at the London meeting of the International Telegraph Consultative Committee.

He counts as his most interesting government service, however, that which he put in as a member of the three U. S. delegations to the International Radio, Telecommunications and High Frequency Conferences at Atlantic City in the summer and fall of 1947. Shortly after they were completed he accepted an offer from NBC, where his workdays are still long and filled with enough of the complexities common to network operation to keep him happy.

David Charles Adams was born in Buffalo on March 5, 1913. He was educated in the Buffalo city schools and graduated, summa cum laude, from the U. of Buffalo in 1934.

Having his degree but with no notion of what he wanted to do for a living, he listened willingly when a Buffalo attorney offered to help put him through Buffalo U. Law School in exchange for clerking in the attorney's office in his spare time. Mr. Adams figured a law-school education wouldn't hurt, accepted the offer, and was graduated first in his class. Whereupon he entered practice with his benefactor and remained until, finding practice "too tedious," he moved on to Washington in 1941.

His FCC service was interrupted in 1943 for two years duty in the Army, and was terminated in 1947 with his acceptance of NBC's offer. He joined NBC eight years ago last Thursday as assistant general counsel under Mr. Denny, then general counsel. In July 1948 he was named vice president and general attorney of RCA Communications. Six months later he was called back to NBC as assistant to the executive vice president, to which post Mr. Denny had acceded. It was then that he first became what might be called, for want of a better phrase, a special assignments man. In this type of role he was named successively to the titles of NBC director of special projects (1952), vice president in charge of network administration (1953), and staff vice president (1954).

Mr. Adams was married Nov. 28, 1940, to May M. Grelick of New York. With their two sons, Donald, aged 10, and Jonathan, 5, they live in suburban Croton, N. Y. What leisure time he has he likes to spend with his family or in the enjoyment of books and music, and, in the summer, gardening.

OVER HALF OF THE SPENDABLE INCOME IN INDIANA

is in the hands of people served by WFBM-TV

Spendable income state-wide:	$7,005,872,727
Spendable income WFBM-TV-wide:	$3,853,232,000

WFBM-TV INDIANAPOLIS

Represented Nationally by the Katz Agency

Affiliated with WFBM-Radio; WOOD AM & TV, Grand Rapids; WFDF, Flint; WTCN, WTCN-TV, Minneapolis, St. Paul

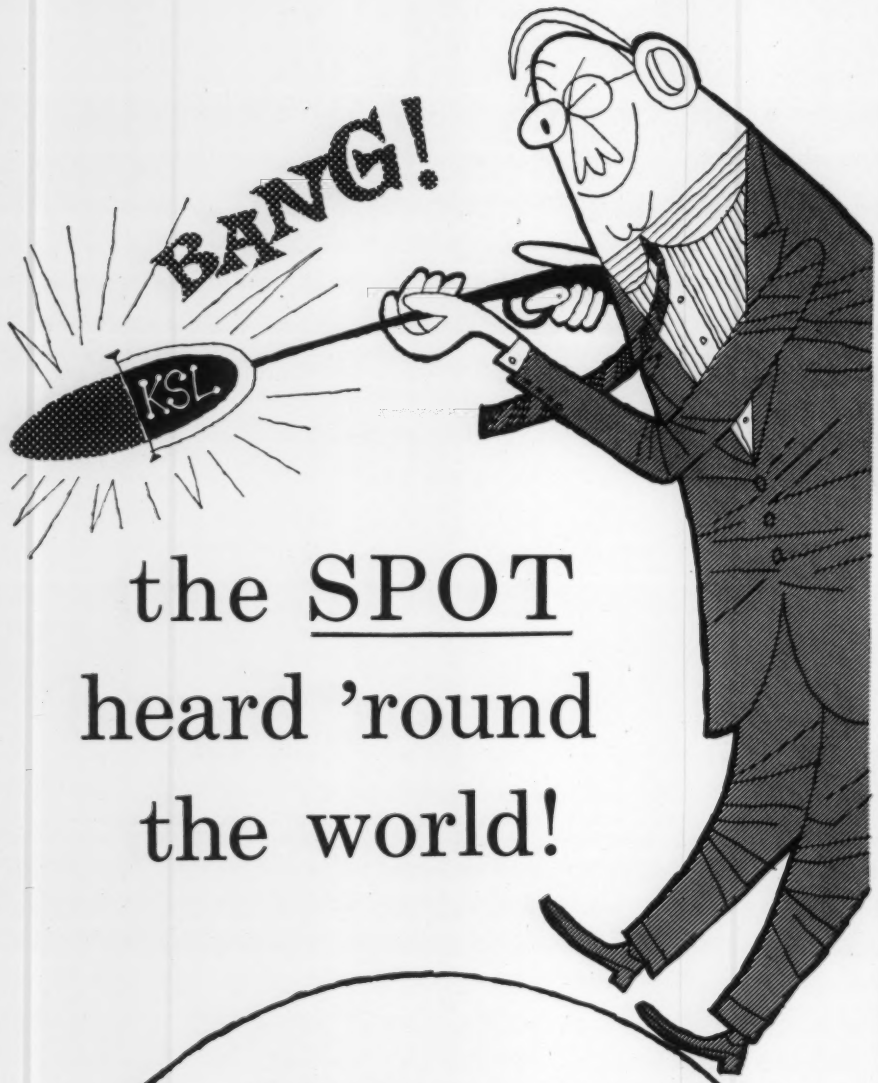
THE POINT WE TRIED TO MAKE

Trendex this month shows CBS Television with 9 of the 10 most popular programs. And the latest Nielsen gives CBS Television 6 of the 10 programs which reach the largest number of homes – twice as many as any other network.

We have said before that in the major markets where networks directly compete, CBS Television almost invariably wins out in terms of program popularity. And we have always believed that when CBS Television programs were carried into more and more of America's markets, these programs would inevitably gain the largest nationwide audiences.

This is exactly what has happened.

The network with the most popular programs – and the largest advertising investment – now delivers the largest television audiences. **CBS TELEVISION**



the SPOT heard 'round the world!

1866 people responded to one week's announcements on KSL Radio's "Music After Midnight." Letters poured in from 38 of the 48 states, Alaska, Hawaii, Mexico, Canada and as far away as Guadalcanal, over **6200** miles from Salt Lake City.

...and the spot heard 'round the world RESOUNDS in the 1¼ billion dollar Mountain West Market where each day two-thirds of all the radio families hear KSL Radio, and 9 out of 10 listen throughout the week.

KSL radio .. Salt Lake City

Represented by CBS Radio Spot Sales
50,000 Watt Voice of the West

***Mail Response maps available upon request.**

JAMES BEACH

on all accounts

IT'S DOUBTFUL that since 1940, when he started as a page-boy with CBS, James Caleb Beach, 36-year old radio-tv director of Donahue & Coe Inc., New York, has been able to treat himself to a three-hour hiatus.

Between the time he began writing scripts for the old CBS Radio Columbia Workshop 15 years ago and the present, Mr. Beach has been an actor, radio newscaster, nightclub publicity agent, tv packager, freelance magazine writer, agency producer and once Democratic candidate for mayor of Tarrytown, N. Y., where he, his wife and their four children make their home.

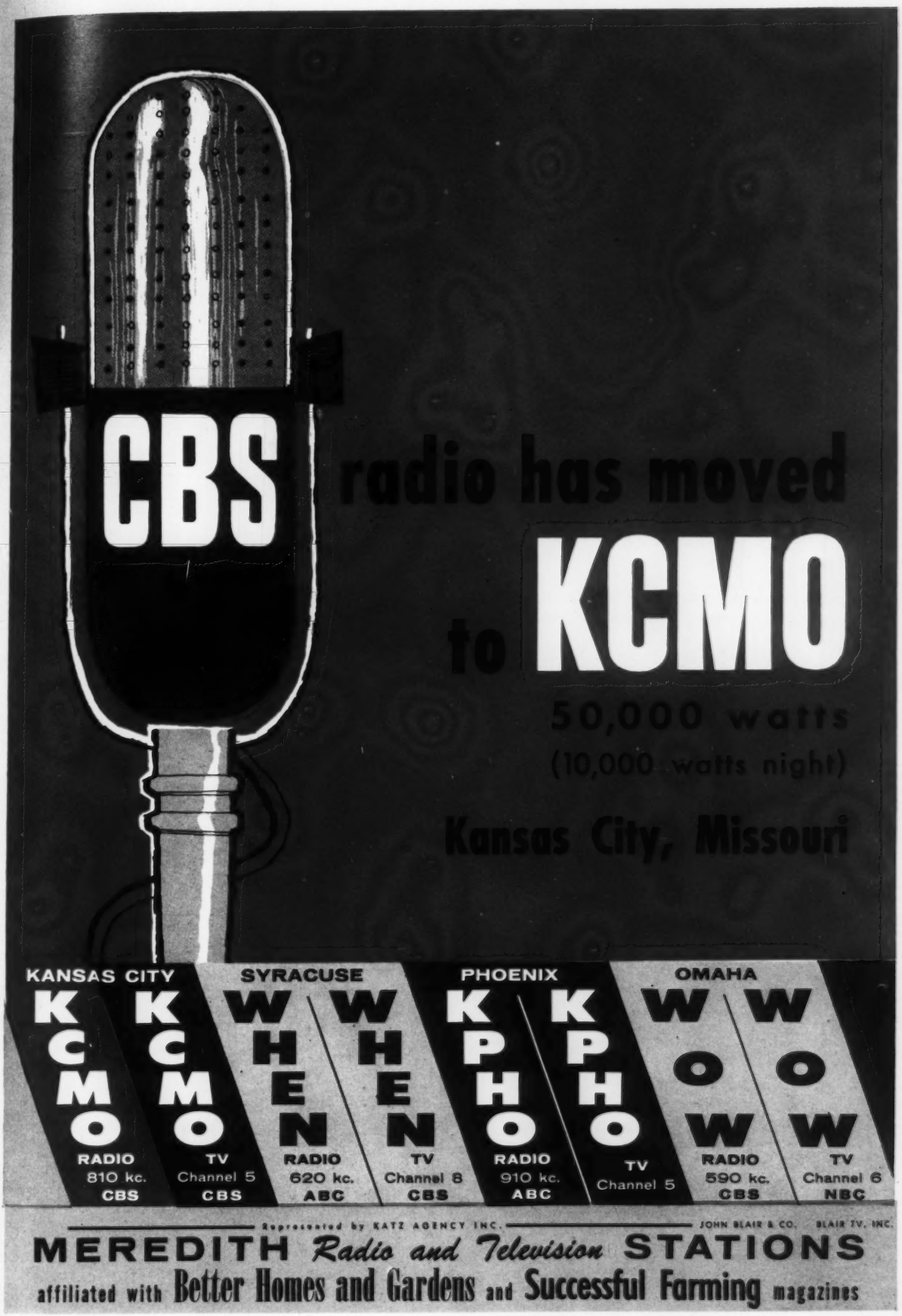
Before being drafted in 1942, Mr. Beach worked his way through the CBS music and continuity departments. In the Army, Jim Beach was assigned to the Armed Forces Radio Service's Far Eastern shortwave section in San Francisco.

On duty 24 hours a day (he also added announcing chores at KQW [now KCBS] San Francisco to his regular Army duties), he found the time, nevertheless, to court and marry Jayne McClelland, who was on the Office of War Information's radio staff. Upon discharge from the service, Mr. Beach returned to New York in 1946 as a newswriter on the AP radio desk but resigned that same year to write a book on football for Random House.

A glutton for extra-curricular activities, Mr. Beach also worked as a radio actor, on publicity campaigns "whenever I could get them," and boxed Ezzard Charles three rounds to gain "first-hand-flavor" for a magazine article.

When BBDO in 1949 asked him to handle production chores of the Brooklyn Dodger telecasts for Schaefer beer, he introduced to baseball tv coverage full utilization of the camera located at ground level. At BBDO, he also produced these tv shows: B. F. Goodrich's *Celebrity Time*, American Tobacco's *This Is Show Business*, and wrote parts of, as well as directed, *Rocky King, Detective*. In 1951, he joined Biow Co. and after two and a half years, left to become director of programming and production for ABC-TV's western division in Los Angeles, where he supervised the creation and development of *Make Room for Daddy*, *The Ray Bolger Show*, and *Ozzie and Harriet*.

Mr. Beach is still fighting the clock, particularly because of his freelance activities (scripts for CBS-TV's *Omnibus* and other Ford Foundation enterprises), his love for tennis and the Great Books discussion course which Mr. and Mrs. Beach conduct every other Monday night at the Hackley School library in Tarrytown.


CBS
radio has moved
to KCMO
50,000 watts
(10,000 watts night)
Kansas City, Missouri
KANSAS CITY
KCMO RADIO 810 kc. CBS
KCMO TV Channel 5 CBS
SYRACUSE
WHEN RADIO 620 kc. ABC
WHEN TV Channel 8 CBS
PHOENIX
KPHO RADIO 910 kc. ABC
KPHO TV Channel 5
OMAHA
WOW RADIO 590 kc. CBS
WOW TV Channel 6 NBC
Represented by KATZ AGENCY INC.
JOHN BLAIR & CO. BLAIR TV, INC.
MEREDITH Radio and Television STATIONS
affiliated with Better Homes and Gardens and Successful Farming magazines

NOW! TV's Most Co

"The Man Called

Based on Material from the files of one of AMERICA'S FOREMOST INTELLIGENCE EXPERTS!

- Chief Analyst, O.N.I.
- Special Consultant to the Joint Chiefs of Staff
- The man who penetrated the intelligence services of the World's Great Powers!

★ **POWERFUL STORIES** revealing the world's Great Powers locked in a titanic War of Wits.

★ **ADVENTURE** An American intelligence agent's operations on the world's hottest newsfronts!

...rful Man of Mystery!

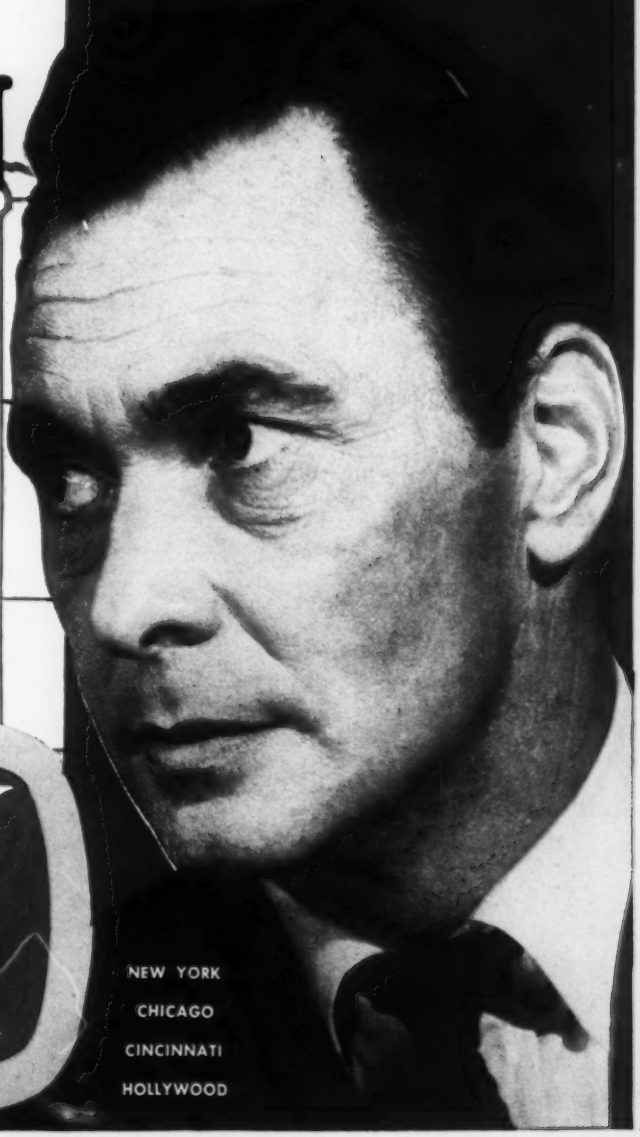
Starring

BARRY SULLIVAN

As Master of International Intrigue

INTRIGUE ...n in the cen... ...secret di... ...acy and un... ...round activ...

★ **SUSPENSE** Every adventure is a thrilling experience charged with constant danger!



ZIV Television

NEW YORK
CHICAGO
CINCINNATI
HOLLYWOOD

Inga's busy

"afternoon"

Inga

■ Please! Fellows! Don't bother Inga! WRC-TV's glamorous hostess is busy with a new kind of afternoon show called (unexpectedly?) "AFTERNOON".

Inga has a half-hour *full* . . . Tippy Stringer singing, Ray Haney singing and playing, Gene Archer baritoning, the indescribable Sam and Friends, WRC-TV's famous Muppetts, muppetting. All this in our new-look "AFTERNOON", the show that's changing Washington's concept of viewing pleasure on weekday afternoons (2 to 2:30).

Then Inga gets her viewers settled for a second (and different) half-hour, 2:30 to 3 . . . Ann Sothern's "Susie", "The Star and the Show", June Havoc's "Willy", Ronald Colman's "Halls of Ivy", Stu Erwin's "Trouble with Father". . . five different popular shows across the board, Mondays through Fridays. That's "AFTERNOON PLAYHOUSE". All followed by NBC's "Matinee" in color.

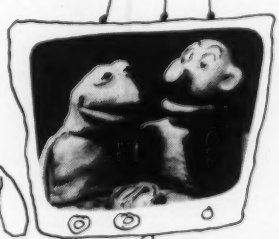
A package that makes friends of people who have time in the afternoons (and Washington has many). Could make friends for *you*, too, if *you* have the time (2 to 3 p.m., of course).

But *don't* bother Inga. She's busy. Just ask . . .

Tippy Stringer

Ray Haney

Gene Archer



Sam and Friends,

WRC-TV

CHANNEL 4

NBC *in Washington*

A SERVICE OF RCA

BROADCASTING TELECASTING

December 5, 1955

Vol. 49, No. 23

SURGE OF RADIO-TV BUYING SEES MILLIONS CHANGE HANDS

- **Newhouse gets Birmingham News Co. stations in newspaper buy**
- **Zeckendorf purchases half interest in KBTV (TV) Denver**
- **Newspaper grops buy Carman-Wrathall-Powers interests**
- **CBC considers approval of CKLW-TV (Windsor-Detroit) sale**

AS PART of the biggest, single newspaper sale ever recorded—$18.7 million cash—the Birmingham News Co. with its stations (WAPI, WAFM [FM] and WABT [TV]), along with the Huntsville (Ala.) Times Co. (WHBS-AM-FM Huntsville), were sold last Thursday. Purchaser is Samuel I. Newhouse, who, in the last few years, has blossomed into one of the nation's foremost publisher-broadcasters. The sale is contingent upon usual FCC approval, which will be sought before the year end.

In other tv and radio sales areas last week—

• Half ownership in ch. 9 KBTV (TV) Denver was sold to New York realtor William Zeckendorf, for $850,000, subject to FCC approval. Move marks 50-50 association with broadcaster John C. Mullins in seeking additional tv and radio properties, it was announced.

• Options on the purchase of radio and tv interests of Frank C. Carman, Grant R. Wrathall and Edna O. Powers will be exercised by the Standard Examiner Publishing Co. *(Ogden* [Utah] *Standard-Examiner)* and the Kearns-Tribune Corp. *(Salt Lake Tribune)*, also subject to FCC approval.

• Board of Governors of the Canadian Broadcasting Corp. had under advisement sale of control of ch. 9 CKLW-TV Windsor, Ont. (Detroit), to Paramount Windsor Theatres Ltd., subsidiary of Famous Players Canadian Corp.

Mr. Newhouse, who has been one of the most active purchasers of newspapers (plus their station properties) in the past decade, told B•T he will leave both newspaper and station managements intact. Henry P. Johnston, president and managing director of the Alabama Broadcasting System, Mr. Newhouse said, will continue as the operating head of the broadcast properties. Clarence B. Hanson Jr., president of the Birmingham News Co. and Harry B. Bradley, vice president and general manager, likewise are expected to continue in their respective posts.

Attorneys for the two companies, along with Allen Kander, exclusive broker in the transaction, last weekend were finalizing the details of the transfer applications. The overall figure is $16,5000,000, plus absorption of a $2,200,000 indebtedness which will be paid in cash. In addition there is a leasehold with three Alabama colleges which originally owned WAPI, of $17,000 per year, which runs until 1972.

There were no precise allocations for the station properties, since the transaction involved purchase of all of the capital stock, which included the broadcast subsidiaries.

The Alabama properties were acquired by the Birmingham News Co., on July 1, 1953, for $2.4 million from Ed Norton, Alabama industrialist and former member of the Federal Reserve Board, and Thad Holt, then president and general manager of the stations. The Norton-Holt combine owned the television and fm stations outright, but WAPI was under lease from Alabama Polytechnical Institute and the U. of Alabama, each with 39%, and Alabama College, 22%. This same $17,000 per year leasehold was transferred to the Birmingham News group and now, with FCC approval, would become an obligation of the Newhouse enterprises.

WAPI operates on 1070 kc, with 10 kw day and 5 kw night, and was Alabama's first station. It is NBC-affiliated, as is its sister tv station, which also carries ABC. Ch. 13 WABT (TV), with operating power of 302 kw visual and 178 kw aural, began operating May 29, 1949. It is equipped for colorcasting.

Along with the Huntsville Times Co. *(Huntsville Times)*, which is a subsidiary of the Birmingham News Co., goes WHBS, established in 1946, and also under the general management of Mr. Johnston. It operates on 1550 kc, with 5 kw day and 500 w night, and is ABC-affiliated.

Mr. Newhouse had been in intermittent negotiation for acquisition of the Birmingham newspaper for the past three years. Others, it is understood, also had negotiated from time to time. He had visited Birmingham a fortnight ago.

Representing him at last Thursday's closing was the general counsel of the Newhouse enterprises, Charles Goldman of New York. Other attorneys included Harry Doremus of Birmingham, for the newspaper group, and Benito Gaguine of the Washington law firm representing Alabama Broadcasting System.

The Birmingham News stations are represented by Blair and Blair-TV, while WHBS is represented by Gill-Perna.

The *Birmingham News* morning and evening editions have a combined daily circulation of 257,000, with the Sunday *News* reporting 230,000. The Scripps-Howard-owned *Birmingham Post-Herald*, with 84,000, is published under contract in the *Birmingham News*' plant.

Mr. Newhouse, who was called by *Time* magazine the "fastest rising newspaper publisher in the United States," is 59. In the post-World War II years, the short, chubby eldest son of immigrant parents has moved up to the top rank of U. S. publishers—along with Hearst, Scripps-Howard and the Knight newspapers—in combined circulation (more than 1¾ million daily copies).

The ex-$2 per week law clerk—he lost his first case after being graduated from law school and decided then that newspapering was his business—owns a string of newspapers from coast to coast. They are a group of New York City area dailies, of which the *Staten Island Advance* was his first purchase, bought for $98,000 from savings and borrowings from family and friends. Other New York area newspapers are the *Long Island Press* and *Star-Journal*, *Nassau Review-Star*, *Newark* (N. J.) *Star-Ledger*, and *Jersey City* (N. J.) *Journal*.

Mr. Newhouse bought the *Syracuse* (N. Y.) *Herald* and *Journal* right after the war, and followed that with the acquisition of the *Syracuse Post-Standard*. In 1948 he bought the *Harrisburg* (Pa.) *Patriot* and *News*.

In 1950, Mr. Newhouse reached across the continent and bought the *Portland Oregonian* for $5.6 million. He then backtracked to mid-America and last March bought the *St. Louis Globe-Democrat* for $6.25 million.

In Syracuse, Mr. Newhouse owns WSYR-AM-FM-TV. In Harrisburg, the newspaper owns WTPA (TV) on ch. 71. Through WSYR, Mr. Newhouse owns 50% of KOIN-AM-FM-TV Portland, Ore., and through the St. Louis newspaper, 23% of KWK-AM-TV there.

Mr. Newhouse's newspapers and radio-tv properties operate independently. In each case, local publishers and local broadcast executives are in complete charge of their operations. It is reported that all but the Newark newspaper are in the black.

A sturdy belief in the future of newspapers has been one of Mr. Newhouse's hallmarks. When he bought the Syracuse newspapers, combining the *News* and *Herald*, he offered to

OWNER AND MANAGER

MR. NEWHOUSE MR. JOHNSTON

Samuel I. Newhouse became owner of the Birmingham News radio and tv stations last week when he bought the newspaper for $18.7 million. Henry P. Johnston will continue as president and managing director of the stations.

rebate advertisers if circulation failed to go up. He never had to pay a cent in rebates.

Following graduation from grammar school, Mr. Newhouse went to work as a law clerk. When his employer took over the ailing *Bayonne* (N. J.) *Times*, young Newhouse began to run it, made it into a profitable operation.

Mr. Newhouse has two sons, Donald 25 (who applied for and received the uhf grant in Harrisburg in his own name, later turned it over to the newspaper) and S. I. Jr., 27.

In the Denver transaction, the nationally-known Mr. Zeckendorf and Mr. Mullins have joined forces to buy and operate five major market television stations and a number of big-city radio outlets, a KBTV announcement said. Negotiations for the acquisition of two additional tv properties are now underway, it was stated.

Mr. Zeckendorf, president of Webb & Knapp, New York, has property investments from New York to San Diego. His firm is currently involved in a $50 million real estate operation in Denver.

Early in the post-war years, Mr. Zeckendorf converted an old riding academy near Central Park into a tv studio. This was bought by ABC, and Edward J. Noble, then president of the network, invited Mr. Zeckendorf to become a director of ABC.

Mr. Mullins acquired his first television interests in KPHO-TV Phoenix, Ariz., in 1949. He later acquired majority interest in the KPHO properties and in 1952 sold them to Meredith Publishing Co. for $1.5 million. He and Nashville insurance executive Frank R. Leu bought KBTV early this year for $1 million. It is Mr. Leu's 50% interest that Mr. Zeckendorf has bought. Mr. Mullins has been the owner and manager of various entertainment enterprises for 20 years. He owned and ran amusement parks in Tulsa and Phoenix. He also has extensive real estate holdings.

The option on the Carman-Wrathall-Powers properties, held since last July, involves the purchase of ch. 2 KUTV (TV) Salt Lake City, KLIX-AM-TV Twin Falls, KGEM Boise, Ida., and KOPR Butte, Mont.

KUTV will be acquired by the Kearns-Tribune Corp., Standard Examiner Publishing Co. and Mr. and Mrs. George C. Hatch. The Kearns-Tribune Corp. is a 50% stockholder at present. KLIX stations will be owned by A. L. Glassman (*Ogden Standard-Examiner*) and members of his family. KGEM will be owned by KLO Ogden, also a Glassman enterprise (which includes KIMN Denver and 40% of KMON Great Falls, Mont.). KOPR will be acquired by KALL Salt Lake City, owned by Mr. and Mrs. Hatch. Mrs. Hatch is the daughter of Mr. Glassman.

REAL ESTATE tycoon William Zeckendorf (l) and broadcast enterpreneur John C. Mullins, president of KBTV (TV) Denver, complete agreement for Mr. Zeckendorf's purchase of a 50% interest in the Denver tv outlet for the sum of $850,000.

Other Carman group stations—KWIK Pocatello, Idaho, and KIFI Idaho Falls, both Idaho, are under option to the J. Robb Brady Trust.

Under an agreement with his partners, Mr. Carman became sole owner of KUTA Salt Lake City last September. He paid $150,000 for 66.5% interest to give him 100% ownership.

Decision on the purchase of control of CKLW-TV may be announced by CBC today (Monday). Management control will not change, J. J. Fitzgibbons, president of Famous Players Canadian Corp., Toronto, told the CBC board. Famous Players owns 50% of CFCM-TV Quebec and CKCO-TV Kitchener, Ont.

Of interest in this consideration is that CBC policy has been to deny increases in multiple ownership of radio and tv stations. Earlier this year, the CBC board turned down an appplication for the purchase of CKNW New Westminster by newspaper interests which already own part of two radio and tv stations.

Counsel for the station pointed out that the station receives 65%-70% of its commercial revenue from the United States.

BARTELL BUYS KRUX

BARTELL Broadcasters announced last week purchase of KRUX Phoenix, Ariz., for $100,000. Station, 250 w on 1340 kc, is being bought from Stan Norman and associates, subject to usual FCC approval. Bartell already owns WOKY Milwaukee, KCBQ San Diego, WAKE Atlanta, WAPL Appleton, Wis., and WMTV (TV) Madison, Wis. Transaction was handled by Jack Stoll & Assoc., station brokers.

With McLendon interests as majority stockholders, Republic Broadcasting System Inc. has bought WGLS Decatur, Ga., for $40,500. Purchase of the 1 kw daytimer (on 970 kc) was from Guy W. Rutland and is subject to FCC approval. Henry W. Lanham, former manager and part owner of WBGE Atlanta (now WAKE Atlanta), will be general manger and a stockholder of WGLS. B. R. McLendon is chairman and Gordon B. McLendon president of Republic. The McLendons own WRIT Milwaukee, KLIF Dallas and KELP-AM-TV El Paso.

Among 15 ownership changes approved by the Commission last week were the sales of KCUL Fort Worth and KERB Kermit, both Tex.

In a corporate change KCUL was assigned from East-West Broadcasting Co., the station's licensee, to its sole owner James G. Ulmer. Mr. Ulmer was then granted permission to assign the license to Dalworth Broadcasting Co. for $400,000. Dalworth principals include Kurt A. Meer (29.43%), 5% owner of WMIE Miami, Fla., and E. D. Rivers Sr. (68.23%), 61.5% owner of WMIE and 97% owner of WWPG-AM-FM Palm Beach, Fla. KCUL is an independent outlet operating on 1540 kc with 10 kw daytime and 1 kw at night.

KERB, independent on 600 kc with 1 kw, changed hands for $107,500. The new owners are: Earl S. Walden (50%), chinchilla raiser; Paul B. Greenwood (25%), KJBC Midland, Tex., salesman, and Homer V. Brinson (25%), owner of an oil field testing firm.

For other ownership changes see FOR THE RECORD starting on page 116.

ADV. OUTSTEPPING GENERAL ECONOMY

It's expected to increase over the years at a rate faster than that of the general economy, says Standard & Poor's survey.

"ADVERTISING expenditures over the years are expected to increase at a rate faster than that of the general economy," says the Nov. 24 issue of Standard & Poor's *Industry Surveys*, devoted to the publishing business.

Noting that "total advertising expenditures in 1954 were 5.3% greater than a year before, sparked by a 33% expansion for television," the report declares that "the rapid increase in importance of television in recent years has created serious problems for other advertising media, particularly radio and magazines; reading is indicated to fall off following purchase of a tv set.

"Large-scale telecasting in color would lend further attraction to advertising via television," Standard & Poor's comments, "but this is not expected to begin before late 1957 and pay-to-see tv could result in a diversion of some advertising outlays back to other media."

The report states that tv operating costs, which "generally are heavy," may rise 10% to 25% in connection with color. "However, widespread acceptance of tv advertising is permitting somewhat higher rates, indicating a sizable profit potential for companies engaged in the telecasting business. . . .

"Circulation of all magazines will be affected by the growth of television, particularly of color tv, since surveys indicate that magazine reading suffers following installation of sets. Should circulation of individual publications drop below guaranteed rates, advertising rates would necessarily be revised to conform to the lower circulation. . . . Greater discrimination in space purchases by large advertisers has and will continue to entail more concerted selling and promotional efforts, and foster higher unit editorial, circulation and production costs than formerly."

Speaking of newspapers, the report says: "Advertising usually accounts for over 70% of total newspaper revenues, and approximately three-quarters is aimed at local rather than national markets. Thus, the fortunes of an individual paper depend importantly on local business conditions. Fixed expenses are relatively heavy and place operating margins under severe pressure during periods of economic stress. In times of prosperity, advertising rates and newsstand prices usually lag behind increases in costs of paper, labor and other items."

As to radio, the S & P judgment is that "radio broadcasting is likely to obtain a declining share of the total advertising dollar, but may remain important for some time."

BROADCASTING MARKS FIRST OVER-BILLION-DOLLAR YEAR

Radio and television revenues in 1954 were $42 million above that mark, FCC financial figures reveal. Other firsts: tv topped radio in overall revenues, while radio (for the first time in 16 years) failed to set a new peak. **(See additional tables pages 34, 35, 36.)**

BROADCASTING: A $1 billion industry.

The FCC reported Friday in issuing 1954 radio and tv financial figures that for the first time the grand total revenues of the broadcasting industry passed the $1 billion mark—$1,042,500,000 to be exact.

Tv accounted for $593 million in revenues; radio for $449 million.

The year 1954 also was the first year in which tv passed radio in total revenues. In 1953, tv's total revenues were $432.7 million vs. radio's $475.3 million. The 1954 radio total the FCC said, was the first time in 16 years that radio failed to reach a new high; it was down 5% compared to its 1953 revenues.

The total $132 million in profits was 7.4% over 1953's income. Tv's net was $90 million, or 32.8% above the previous year. Radio's profits were $42 million, down 24% from 1953. These are before payment of federal income tax.

More than half tv's total revenues were attributed to the four tv networks and their 16 owned and operated stations. This amounted to $306.7 million, or 52% of the total. The remaining $286 million, or 48%, was taken in by 394 non-network-owned stations. The 92 pre-freeze, non-network-owned stations accounted for $201 million, or 70%, of this $286 million.

The FCC report also indicated that networks and stations paid $133 million in commissions to advertising agencies and station representatives, and that advertisers paid an estimated $193 million for talent and production to organizations which do not own stations or networks.

Thus, the FCC declared, the total advertising expenditures for radio and tv have been estimated at $1.4 billion.

Eighty per cent of radio's revenues came from 2,577 non-network-owned stations. This amounted to $361 million. Radio's seven networks (including three regionals) and their 21 owned and operated stations accounted for only 20% of this revenue—$89 million.

Bulk of tv's total time sales, $241 million or 45%, came from the sale of network time to national advertisers. There was $177 million, or 33%, from the sale of national spot, and $120 million, or 22%, from the sale of time to local advertisers.

In radio, the reverse, was true. Only $84 million, or 19%, came from the sale of network time to national advertisers; $120 million, or 27%, came from national spot, and $247 million, or 55%, from local advertisers.

In 1954, the four tv networks reported profits before federal taxes of $36.5 million, more than double the net of 1953. The profits of the 92 non-network, pre-freeze stations amounted to $67.6 million, or an average of $734,395 per station. Of the 302 post-freeze stations, 177 vhf outlets reported an overall loss of $3.8 million, and 125 uhf stations an overall loss of $10 million.

Profits of the four national and three regional radio networks (Don Lee, Yankee and Texas State networks) including their 21 owned stations totaled $8.2 million, or 22% below the previous year. The other 2,577 radio stations reported aggregate profits of $34 million, or 24.5% below 1953.

The number of radio stations reporting losses has been increasing, the Commission pointed out. In 1954, 780 radio stations, or 31%, reported net losses. In 1953 this figure was 23% and in 1952 it was 20%. Even among pre-war stations, the number of outlets in the red has increased. Of the 856 pre-World War II stations, 27% reported losses in 1954, compared with 18% reporting red ink in 1953.

Among other high spots of the FCC 1954 financial report:

• Average total broadcast revenues of the 92 non-network-owned, pre-freeze tv stations was more than $2 million. Expenses were almost $1.5 million—with technical expenses costing close to $285,000, program expenses more than $610,000, selling expenses almost $137,000 and general and administrative costs amounting to slightly more than $417,000. This leaves average broadcast income of

Unclouded Crystal Ball

IN THE BROADCASTING YEARBOOK-MARKETBOOK of 1955, published Jan. 24, the editors presented an annual estimate of 1954 radio net time sales after all frequency and promotional discounts but before deduction of commissions to agencies, station representatives, brokers and others. Here's how the YEARBOOK's estimates, which were prepared nearly a year ago, compare with the official FCC figures released last week:

Class of Business	B•T Estimates	FCC Report
National Network	$ 76,219,000	$ 78,917,000
Regional & Miscellaneous Network	4,666,000	4,767,000
National Spot	121,935,000	120,168,000
Local	250,565,000	247,478,000
Total	$453,385,000	$453,230,000*

* A total of $1.9 million in fm station revenue is included in the FCC total radio revenue figure but is not distributed among various classes of business in FCC reports. Fm revenue is considered throughout B•T estimates.

THE RADIO-TV FINANCIAL PICTURE

BROADCAST REVENUES, EXPENSES, AND INCOME OF NETWORKS AND STATIONS OF RADIO[1] AND TELEVISION BROADCAST SERVICES

1953-1954

Service	1954	1953	Percent Increase or (Decrease) in 1954
	($ Millions)		
Total Broadcast Revenues			
Radio	$ 449.5	$475.3	(5.4)
Television	593.0	432.7	37.0
Industry Total	$1,042.5	$908.0	14.8
Total Broadcast Expenses			
Radio	$ 407.7	$420.3	(3.0)
Television	502.7	364.7	37.8
Industry Total	$ 910.4	$785.0	16.0
Broadcast Income (before Federal Income Tax)			
Radio	$ 41.8	$ 55.0	(24.0)
Television	90.3	68.0	32.8
Industry Total	$ 132.1	$123.0	7.4

[1] Includes AM and FM broadcasting.

Note: 1954 radio data cover the operations of 4 nationwide networks and 3 regional networks, 2,555 am and am-fm and 43 independent fm stations. 1953 data are for the same networks and 2,434 am and am-fm and 45 independent fm stations. 1954 tv data cover the operations of 4 networks and 410 stations; 1953 data are for the same networks and 334 stations.

THE NETWORK PICTURE

COMPARATIVE DATA FOR AM AND TV OPERATIONS OF NETWORKS INCLUDING OWNED AND OPERATED STATIONS—1953-1954

	($ Millions)					
	Broadcast Revenues		Broadcast Expenses		Broadcast Income (Before Federal Income Tax)	
	1954	1953	1954	1953	1954	1953
AM	$ 84.5	$ 92.6	$ 77.0	$ 83.2	$ 7.5	$ 9.4
TV	306.7	231.7	270.2	213.7	36.5	18.0
Total	$391.2	$324.3	$347.2	$296.9	$ 44.0	$ 27.4

Note 1: Am data include the operations of 16 network-owned stations in 1953 and 1954.
Note 2: Tv data include the operations of 16 stations in 1953 and 1954.

HOW ALL RADIO FARED

BROADCAST REVENUES, EXPENSES, AND INCOME OF RADIO BROADCAST SERVICES 1953-1954

	1954	1953	Percent Increase or (Decrease) 1954
		($ Millions)	
Total Broadcast Revenues			
4 Nationwide networks and 3 regional networks (including owned and operated stations) [1]	$ 88.6	$ 97.3	(9.0)
Other radio stations [2]	361.0	378.0	(4.5)
Total	$449.6	$475.3	(5.4)
Total Broadcast Expenses			
4 Nationwide networks and 3 regional networks (including owned and operated stations) [1]	$ 80.4	$ 86.9	(7.4)
Other radio stations [2]	327.3	333.4	(1.9)
Total	$407.7	$420.3	(3.1)
Broadcast Income (Before federal income tax)			
4 Nationwide networks and 3 regional networks (including owned and operated stations) [1]	$ 8.2	$ 10.4	(21.7)
Other radio stations [2]	33.7	44.6	(24.5)
Total	$ 41.9	$ 55.0	(24.0)

[1] Includes the operations of 22 network-owned stations in 1953 and 21 network owned stations in 1954.

[2] Includes 2,457 am, am-fm or independent fm stations in 1953 and 2,577 in 1954.

RADIO

NETWORKS AND O&O'S

COMPARATIVE FINANCIAL DATA OF AM RADIO NATIONWIDE AND REGIONAL NETWORKS AND THEIR OWNED AND OPERATED STATIONS 1953-1954

($ Thousands)

Item	Amount 1954	Percent of Increase (Decrease)
Number of networks	7	
Number of stations	21 [1]	
A. Revenues from the sale of time:		
1. Network time sales to:		
a. Nationwide networks	$ 58,324	(10.8)
b. Regional networks	1,330	(15.3)
c. Miscellaneous networks and stations	.....	.....
Total	59,654	(11.0)
2. Non-network time sales to:		
a. National and regional advertisers and sponsors	14,964	(11.2)
b. Local advertisers and sponsors	8,364	3.6
Total revenes from non-network time sales	23,328	(6.4)
Total revenues from time sales	82,982	(9.7)
3. Deduct—Commissions to regularly established agencies, representatives, brokers and others	15,854 [2]	(13.1)
Net revenues from time sales	67,128	(8.9)
B. Revenues from incidental broadcast activities:		
Talent	17,497	(9.7)
Sundry broadcast revenues	3,968	(6.8)
Total revenues from incidental broadcast activities	21,465	(9.2)
Total broadcast revenues	88,593	(9.0)
C. Total broadcast expenses of networks and stations	80,444	(7.5)
D. Broadcast income (or loss) before federal income tax	$ 8,149	(21.7)

[1] Includes the operations of 22 network-owned stations in 1953.

[2] Of this amount $11,862,279 is applicable to the total sale of network time.

NETWORK AND STATIONS

COMPARATIVE FINANCIAL DATA OF AM RADIO NETWORKS AND STATIONS 1953-1954

($ Thousands)

Item	Amount 1954	Percent of Increase (Decrease)
Number of networks	7 [1]	
Number of stations	2,555 [2]	
A. Revenues from the sale of time:		
1. Network time sales to:		
a. Nationwide networks	$ 78,917	(15.0)
b. Regional networks	3,883	(8.3)
c. Miscellaneous networks and stations	884	(7.7)
Total	83,684	(14.7)
2. Non-network time sales to:		
a. National and regional advertisers and sponsors	120,168	(7.3)
b. Local advertisers and sponsors	247,478	(0.8)
Total revenues from non-network time sales	367,646	(3.0)
Total revenues from time sales	451,330	(5.4)
3. Deduct—Commissions to regularly established agencies, representatives, brokers and others	47,213	(7.8)
Net revenues from time sales	404,117	(5.1)
B. Revenues from incidental broadcast activities:		
Talent	30,528	(9.2)
Sundry broadcast revenues	14,140	(5.5)
Total revenues from incidental broadcast activities	44,668	(8.0)
Total broadcast revenues	448,785	(5.4)
C. Total broadcast expenses of networks and stations	406,334	(3.0)
D. Broadcast income (or loss) before federal income tax	$ 42,451	(23.9)

[1] Includes 3 regional networks, the Yankee Network, Inc., The Don Lee Broadcasting System and the Texas State Network, Inc.

[2] 2,434 stations reported in 1953.

THE STATIONS THEMSELVES

COMPARATIVE FINANCIAL DATA OF AM RADIO STATIONS 1953-1954

($ Thousands)

Item	Amount 1954	Percent of Increase (Decrease)
Number of stations	2,534 [1]	
A. Revenues from the sale of time:		
1. Network time sales to:		
a. Nationwide networks	$ 20,593	(24.9)
b. Regional networks	2,553	(4.2)
c. Miscellaneous networks and stations	884	(6.3)
Total	24,030	(22.6)
2. Non-network time sales to:		
a. National and regional advertisers and sponsors	105,204	(6.7)
b. Local advertisers and sponsors	239,114 [2]	(1.0)
Total revenues from non-network time sales	344,318	(2.8)
Total revenues from time sales	368,348	(4.4)
3. Deduct—Commissions to regularly established agencies, representatives, brokers and others	31,359	(4.8)
Net revenues from time sales	336,989	(4.4)
B. Revenues from incidental broadcast activities:		
Talent	13,031	(8.5)
Sundry broadcast revenues	10,172	(5.0)
Total revenues from incidental broadcast activities	23,203	(7.0)
Total broadcast revenues	360,192	(4.5)
C. Total broadcast expenses of stations	325,890	(1.8)
D. Broadcast income (or loss) before federal income tax	$ 34,302	(24.4)

[1] 2,412 stations reported in 1953.

[2] Some small amount of network and national non-network time sales may be included here since stations with less than $25,000 time sales for the year do not report detailed revenue breakdown.

HOW ALL TV FARED

BROADCAST REVENUES, EXPENSES, AND INCOME OF 4 TELEVISION NETWORKS AND 410 TV STATIONS
1952-1953-1954
($ Millions)

	1954	1953 [2]	1952 [1]
Broadcast Revenues			
4 Networks (including 16 owned and operated stations)	$306.7	$231.7	$180.2
92 Pre-Freeze television stations	200.9	174.5	143.4
Subtotal	507.6	406.2	323.6
Post-Freeze television stations:			
177 vhf stations	60.0	16.1	0.6
125 uhf stations	25.4	10.4	
Industry Total	$593.0	$432.7	$324.2
Broadcast Expenses			
4 Networks (including 16 owned and operated stations)	$270.2	$213.7	$170.3
92 Pre-Freeze television stations	133.3	114.0	97.6
Subtotal	403.5	327.7	267.9
Post-Freeze television stations:			
177 vhf stations	63.8	20.3	0.8
125 uhf stations	35.4	16.7	
Industry Total	$502.7	$364.7	$268.7
Broadcast Income (Before Federal Income Tax)			
4 Networks (including 16 owned and operated stations)	$ 36.5	$ 18.0	$ 9.9
92 Pre-Freeze television stations	67.6	60.5	45.8
Subtotal	104.1	78.5	55.7
Post-Freeze television stations:			
177 vhf stations	(3.8)	(4.2)	(0.2)
125 uhf stations	(10.0)	(6.3)	
Industry Total	$ 90.3	$ 68.0	$ 55.5

( ) Denotes loss.

[1] 1952 data covers 4 networks and 15 owned and operated stations; 93 pre-freeze and 14 post-freeze tv stations.

[2] 1953 data covers 4 networks and 16 owned and operated stations; 92 pre-freeze and 226 post-freeze stations (114 vhf and 112 uhf).

$25,000-AND-UP

BROADCAST FINANCIAL DATA OF 4 TV NETWORKS AND 393 TV STATIONS WITH $25,000 OR MORE TIME SALES [1]
1954
($ Thousands)

Item	4 Networks and Their 16 o&o Tv Stations	377 Other Tv Stations	Total 4 Networks and 393 Tv Stations
(1)	(2)	(3)	(4)
A. Revenues from the sale of time:			
1. Network time sales:			
a. Nationwide networks	$177,212	$ 64,013	$241,225
b. Miscellaneous networks and stations	....	....	....
Revenue from network time sales	177,212	64,013	241,225
2. Non-network time sales to:			
a. National and regional advertisers and sponsors	46,849	129,917	176,766
b. Local advertisers and sponsors	22,542	97,589	120,131
Total revenues from non-network time sales	69,391	227,506	296,897
Total revenues from time sales	246,603	291,519	538,122
3. Deduct—Commissions to regularly established agencies, representatives, brokers and others	47,504 [2]	38,413	85,917
Net revenue from time sales	199,099	253,106	452,205
B. Revenues from incidental broadcast activities:			
Talent	75,850	9,137	84,987
Sundry broadcast revenues	31,731	24,014	55,745
Total revenues from incidental broadcast activities	107,581	33,151	140,732
Total broadcast revenues	306,688	286,257	592,937
C. Total broadcast expenses of networks and stations	270,159	232,478	502,637
D. Broadcast income before federal income tax	$ 36,521	$ 53,779	$ 90,300

[1] Does not include 17 stations with less than $25,000 in time sales which are not required to report detailed revenue data.

[2] Of this amount $36,757,871 is applicable to the total sale of network time.

MAKING MONEY

PRE-FREEZE TV STATIONS CLASSIFIED BY INCOME GROUPINGS
1953-1954

Income (Before Federal Income Tax) of:	1954	1953
$1,500,000 and over	17	13
1,000,000-1,500,000	22	13
600,000-1,000,000	21	26
400,000-600,000	16	17
200,000-400,000	8	16
100,000-200,000	8	5
Less than 100,000	2	7
Total Stations	94	97
	($ Thousands)	
Median Income	$848	$654

AND LOSING IT

Loss of:		
Less than $100,000	5	3
100,000-200,000	4	3
200,000-400,000	1	1
400,000-800,000	2	4
800,000 and over	2	..
Total Stations	14	11
Median Loss	[1]	[1]

[1] Median loss not computed because of small number of stations involved.

TELEVISION

WHAT THEY SPENT

BROADCAST EXPENSES OF 4 TV NETWORKS AND 393 TV STATIONS WITH $25,000 OR MORE TIME SALES [1] — 1954

Type of Expense	Networks and Their Owned and Operated Stations	Other Stations	Total
(1)	(2)	(3)	(4)
No. of networks	4	..	4
No. of stations	16	377	393
		($ Thousands)	
Technical	$ 42,894	$ 45,798	$ 88,692
Program	180,204	93,921	274,125
Selling	17,469	23,713	41,182
General and Administrative	29,592	69,046	98,638
Total Broadcast Expenses	$270,159	$232,478	$502,637

[1] Does not include 17 stations with less than $25,000 in time sales which are not required to report detailed expense data.

STATUS OF PRE-FREEZE

NUMBER OF PRE-FREEZE TV STATIONS CLASSIFIED BY SIZE OF METROPOLITAN AREA SHOWING NUMBER REPORTING INCOME OR LOSS WIHIN EACH GROUP AND AVERAGE REVENUES, EXPENSES, AND INCOME [1] OF ALL STATIONS IN GROUP
1954

Population of Metropolitan Area [2]	Number of Stations Reporting Income	Number of Stations Reporting Loss	Average per Station Broadcast Revenues	Broadcast Expenses ($ Thousands)	Broadcast Income [1]
Under 250,000	12	1	$1,351	$ 829	$ 522
250,000-500,000	23	2	1,644	1,080	564
500,000-1,000,000	23	3	1,956	1,235	721
1,000,000-2,000,000	12	2	2,527	1,535	992
2,000,000 and over	24	6	4,697	3,184	1,513
Total	94	14	$2,646	$1,730	$ 916

[1] Before federal income tax.

[2] 1950 Census of Population.

[TV TABLES CONTINUE ON PAGE 36]

[TV TABLES CONTINUE FROM PAGE 35]

STATUS OF TV IN THREE-STATION-MINIMUM MARKETS

INDIVIDUAL TV MARKET DATA
1954

Tv Markets	No. of Tv Stations in Operation	No. of Tv Stations Reporting $25,000 or More Time Sales [1]	Sale of Station Time to: Networks	National Spot Advertisers [2]	Local Advertisers [2]	Total Tv Stations Reporting	Total Revenues [3]	Total Expenses	Income (Before Federal Income Tax)
(1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)	(9)	(10)
Albany, Schenectady, Troy	3	2	**	**	**	2	**	**	**
Albuquerque, N. M.	3	3	137,481	223,151	545,531	3	938,668	1,155,029	216,361
Allentown, Bethlehem, Pa.	3	2*	**	**	**	3	72,569	605,379	532,810
Atlanta, Ga.	4	3*	1,176,271	1,599,867	1,226,308	4	3,813,210	2,536,230	1,276,980
Baltimore, Md.	3	3	2,075,288	2,355,549	2,589,974	3	6,534,490	3,989,355	2,545,135
Boston, Mass.	3	2	**	**	**	3	9,537,712	4,591,224	4,946,488
Buffalo, N. Y.	3	3*	1,135,467	1,637,985	1,664,779	3	4,065,746	2,717,488	1,348,258
Charleston, W. Va.	3	3*	105,798	98,615	150,454	3	363,627	620,772	257,145
Chicago, Ill.	4	4	4,308,979	10,957,387	7,529,390	4	24,924,357	16,696,508	8,227,849
Cincinnati, Ohio	3	3	1,930,707	2,352,241	1,645,258	3	6,370,629	4,676,533	1,694,096
Cleveland, Ohio	3	3	2,667,472	4,023,571	2,353,047	3	9,498,738	5,425,822	4,072,916
Columbia, S. C.	3	2	**	**	**	2	**	**	**
Columbus, Ohio	3	3	1,234,780	2,153,312	1,240,911	3	4,505,151	3,745,328	759,823
Denver, Colo.	4	4	728,292	1,373,676	1,370,017	4	3,213,681	3,594,379	380,698
Detroit, Mich.	3	3	2,728,943	5,878,879	4,638,423	3	12,523;110	6,812,250	5,710,860
Duluth, Minn.; Superior, Wisc.	3	3*	101,700	247,803	147,125	3	523,107	1,005,204	482,097
Fresno, Cal.	3	3*	179,191	573,627	344,049	3	1,015,642	1,537,451	521,809
Harrisburg, Pa.	3	3*	78,926	209,146	398,735	3	824,925	897,596	72,671
Honolulu, Hawaii	3	3*	112,185	326,124	685,266	3	1,062,900	1,297,519	234,619
Jackson, Miss.	3	2	**	**	**	2	**	**	**
Kansas City, Mo.	4	3*	1,504,373	2,837,946	780,226	4	4,777,942	3,448,054	1,329,888
Los Angeles, Cal.	7	7	3,051,222	11,268,819	11,145,267	7	23,718,677	22,106,745	1,611,932
Louisville, Ky.	3	2*	**	**	**	3	3,529,909	2,141,920	1,387,989
Milwaukee, Wisc.	4	3	1,020,039	2,974,004	1,666,407	3	5,267,122	2,984,020	2,283,102
Minneapolis, St. Paul, Minn.	3	3	1,769,694	2,864,656	2,135,703	3	6,679,505	5,166,159	1,513,346
Nashville, Tenn.	3	3*	401,125	539,520	794,331	3	1,739,561	1,725,672	13,889
New York & N.E. N. J.	7	7	7,860,203	26,321,042	8,557,788	7	42,035,793	28,165,581	13,870,212
Norfolk, Portsmouth, Va. [4]	4	3*	692,875	1,192,379	549,221	4	2,284,784	1,682,807	601,977
Oklahoma City, Okla.	4	2	**	**	**	2	**	**	**
Palm Beach, Fla.	3	2	**	**	**	2	**	**	**
Philadelphia, Pa.	3	3	3,431,661	6,850,208	3,866,917	3	13,884,737	9,301,722	4,583,015
Phoenix, Ariz.	4	3	420,009	634,833	686,898	3	1,725,570	1,786,658	61,088
Pittsburgh, Pa.	4	3*	1,163,348	2,787,566	2,223,596	3	6,033,008	3,403,047	2,629,961
St. Louis, Mo.	4	4*	1,560,122	2,551,664	2,372,399	4	5,826,193	3,117,251	2,708,942
Salt Lake City, Utah	3	3*	664,154	816,040	914,603	3	2,260,446	2,041,244	219,202
San Francisco, Oakland, Cal.	4	4*	1,966,582	3,928,284	3,558,769	4	8,872,694	5,648,678	3,224,016
Scranton, Pa.	3	3*	163,552	144,638	184,741	3	421,034	779,598	358,564
Spokane, Wash.	3	3*	188,517	616,300	407,751	3	1,087,008	1,209,465	122,457
Washington, D. C.	4	4	1,875,730	3,064,502	1,814,753	4	6,593,868	5,183,969	1,409,899
Total 39 Tv Markets	136	122	51,936,959	112,826,694	74,308,354	128	233,241,838	167,535,084	65,706,754
220 Other Tv Markets	291	270	33,675,435	63,939,485	45,823,048	282	138,721,039	119,463,606	19,257,433
Total 259 Tv Markets	427	392	85,612,394	176,766,179	120,131,402	410	371,962,877	286,998,690	84,964,187

[1] Stations with less than $25,000 time sales report only total revenues and total expenses.
[2] Before commissions to agencies, representatives and others.
[3] Total revenues consist of time sales less commissions plus talent and program material sales.
[4] Includes Hampton, Virginia.

* Not all stations in this market operated a full year during 1954.
** Data not published for groups of less than three stations.

almost $735,000 per non-network-owned, pre-freeze station.

• Of the 108 pre-freeze tv stations, 94 reported income in 1954, 14 showed a loss. The red ink operations, classified by total revenues, numbered one in the less than $500,000 bracket, four in the $750,000-$1 million bracket. one in the $1-$1¼ million class, one in the $1¼-$1.5 million bracket, three in the $1.5-$2 million bracket, one in the $2-$2.5 million bracket, and three in the $3 million and over class.

• The investment in tangible property of the 410 operating tv stations amounted to more than $315 million as original cost, and close to $230 million as depreciated cost. The pre-freeze 108 stations figures were over $192 million as original cost and more than $124 million in depreciated cost, while the post freeze stations totaled more then $122.5 million in original cost and over $105 million in depreciated cost.

The post-freeze vhf investment was higher, both in original and in depreciated cost, than for uhf stations. The 177 post-freeze vhf stations' figures were more than $82 million original and above $71 million in depreciated costs, while the 125 uhf outlets were listed at close to $40.5 million original and almost $34 million in depreciated costs.

• The total number of employes for tv networks and 410 stations was 25,324 fulltime and 4,088 parttime. The networks and their 16 owned and operated stations accounted for close to 9,500 employes.

• The 43 fm stations not owned by am operators reported a loss of $600,000 for 1954, compared with the similar stations' loss of $800,000 in 1953. These 43 reported total revenues of $1.9 million in 1954, compared with the 45 reporting $2.1 million in 1953. Of these 43 fm outlets, 35 reported losses in 1954, compared to the 41 out of the 45 such licensees in 1954. Other fm figures were not available because most of the 528 fm operations are owned by am licensees and did not segregate fm expenses and income. However, 355 fm stations owned by am broadcasters reported no revenues for 1954, while 130 in the same category reported $1.1 million in revenues.

WHO IS IOWA'S FAVORITE RADIO STATION FOR NEWS!

WHO	WMT	KRNT	WOW	KGLO	KMA	KSCJ	WOC	KDTH	KROS
32.9%	14.8%	5.3%	3.7%	3.3%	3.0%	2.8%	2.5%	2.2%	1.8%

THE chart above is lifted intact from the authoritative 1955 Iowa Radio-Television Audience Survey — the 18th consecutive study by Dr. Forest L. Whan of Iowa audiences.

The 1955 Survey proves that except for working, listening to the radio is still the principal activity in the average Iowa home — *and that WHO still gets the biggest hunk of radio-listening in the State.*

Write us or ask Free & Peters for your complimentary copy. Except for rates and availabilities, it tells you ALL you need to know about radio and television in Iowa!

NBC Affiliate

FREE & PETERS, INC., National Representatives

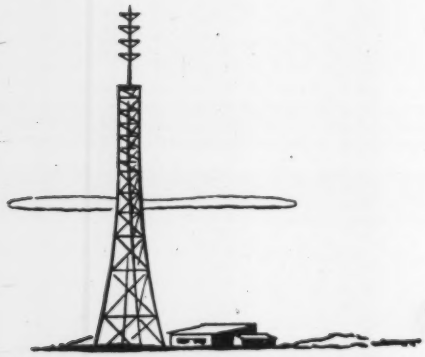
BUY ALL of IOWA—
***Plus* "Iowa Plus"—with**

WHO

Des Moines . . . 50,000 Watts

Col. B. J. Palmer, President

P. A. Loyet, Resident Manager



In the rich market of

RICHMOND

Petersburg and Central Virginia

WXEX-TV has

1 Basic NBC-TV Network

2 Maximum power—316 K.W.

3 Maximum tower height—1049 ft. above sea level 943 ft. above average terrain . . . more than 100 ft. higher than any station in this market.

4 415,835 TV families in coverage area

5 Channel 8

Ask your Forjoe man for full details about

WXEX-TV

Tom Tinsley, President **Irvin G. Abeloff, Vice President**

BEIRN LEAVES BIOW-BEIRN-TOIGO JAN. 6

Joint statement by resigning president and Milton Biow points out latter has been resuming more responsibility in agency, prompting Mr. Beirn's resignation.

SUDDEN resignation of F. Kenneth Beirn as president of Biow-Beirn-Toigo Inc., New York, effective Jan. 6, was announced Wednesday. Mr. Beirn's departure will come almost exactly one year after the agency changed its name from The Biow Co. and established the firm that included Milton H. Biow, board chairman,

MR. BEIRN MR. BIOW

John Toigo, executive vice president, and Mr. Beirn as principals.

In announcing his resignation to the agency staff, Mr. Beirn explained that he has no definite future plans, but expects to "spend some time studying various possible moves outside of the advertising agency field, as well as in it."

At the same time, a joint statement by Messrs. Beirn and Biow stated that Mr. Biow for some time has been "resuming more and more responsibility in actively heading the agency's operations . . . [and] it is for this reason that Mr. Beirn is leaving the company."

Since no successor had been designated as yet, an agency spokesman said that Mr. Biow would function as B-B-T's chief executive officer.

On Dec. 23, 1954, Mr. Biow, in announcing the formation of Biow-Beirn-Toigo to take place Jan. 1, 1955, had said, "I will be your chairman, and like you, I will be working here. The marked difference is that the company will turn around from having been a 'one-man agency' to an agency functioning on the broad base of organizational operations."

Mr. Beirn joined The Biow Co. in September 1948 as a vice president, in 1949 was elevated to executive vice president, and in February 1953 assumed the presidency of the agency. Before his Biow association, Mr. Beirn was a vice president of Dancer-Fitzgerald-Sample, and in earlier years with D-F-S' forerunner, Blackett, Sample & Hummert. He also had been with Grand Adv. Co. and Pedlar & Ryan.

LATEST RATINGS

ARB

Top 10 Tv Programs
Nov. 6-12

		Rating
1.	$64,000 Question (CBS)	57.3
2.	I Love Lucy (CBS)	52.1
3.	Ed Sullivan (CBS)	49.8
4.	Disneyland (ABC)	46.7
5.	You Bet Your Life (NBC)	40.7
6.	George Gobel (NBC)	40.1
7.	Jack Benny (CBS)	39.6
8.	I've Got a Secret (CBS)	38.8
9.	Climax (CBS)	37.5
10.	Your Hit Parade (NBC)	36.7

		Viewers (000)
1.	Ed Sullivan (CBS)	47,460
2.	$64,000 Question (CBS)	43,600
3.	Disneyland (ABC)	41,920
4.	I Love Lucy (CBS)	41,780
5.	Jack Benny (CBS)	35,640
6.	You Bet Your Life (NBC)	32,540
7.	George Gobel (NBC)	32,510
8.	Perry Como (NBC)	31,520
9.	Honeymooners—Jackie Gleason (CBS)	29,080
10.	Climax (CBS)	27,930

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More Participations Set For 'Famous Film Festival'

ADDITIONAL purchases of participations in *Famous Film Festival* on ABC-TV (Sundays, 7:30-9 p.m. EST) were announced last week by Slocum Chapin, vice president in charge of sales. Advertiser, number of participations and agency: American Chicle Co. (Dentyne), two participations, Dancer-Fitzgerald-Sample, New York; The Florists Telegraph Delivery Assn. of Detroit, one participation, Grant Adv., New York; Lewis-Howe Co. (Tums), St Louis, two participations, D-F-S, New York; National Presto Industries Inc. (Presto steam irons and pressure cookers), Eau Claire, Wis., three participations, Gourfain-Cobb & Assoc., Chicago; Procter & Gamble Co. (Shasta shampoo), Cincinnatti, one participation, Biow-Beirn-Toigo, New York; Toni Co.—division of Gillette Co.—(Bobbi Pin Curl permanent), two participations, Thatham-Laird Inc., Chicago; Zenith Radio Corp., Chicago, hearing aid division, two participations, BBDO, Chicago.

Three CBS-TV Advertisers Add More Periods on Network

PURCHASE of additional time periods on CBS-TV by Procter & Gamble Co., Scott Paper Co. and Pharmaceuticals Inc. was announced last week by William H. Hylan, CBS-TV vice president in charge of sales. Each of the advertisers sponsors other shows on CBS-TV.

Procter & Gamble, Cincinnati, through Compton Adv., New York, has added the Monday, 3:45-4 p.m. EST period of *Bob Crosby Show* (Mon.-Fri., 3:30-4 p.m. EST) starting today (Monday); Scott Paper Co., Chester, Pa., through J. Walter Thompson Co, New York, the Monday segment of *Valiant Lady* (Mon.-Fri., 12 noon-12:15 p.m. EST), starting today (Monday), and Pharmaceuticals Inc., Newark, N. J., through Edward Kletter Assoc., New York, the *Sunday News Special* (Sun., 11-11:15 p.m. EST), starting Jan. 8, 1956.

Pillsbury Names Burnett

LEO BURNETT Co., Chicago, has been appointed to handle advertising for five Pillsbury products, it was announced last week by Earl A. Clasen, director of marketing for consumer products, Pillsbury Mills Inc., Minneapolis. The products are caramel cake, chocolate angel food mix, kit cakes, brownie mix and cookie mixes. The agency already handles a number of other Pillsbury products, including those represented in network radio-tv sponsorship. Campbell-Mithun Inc. will handle a family flour account.

COLORCASTING

Advance Schedule Of Network Color Shows

(All times EST)

CBS-TV

Dec. 6 (9:30-10 p.m.) *Red Skelton Show*, S. C. Johnson & Son through Needham, Louis & Brorby, and Pet Milk Co. through Gardner Adv. on alternate weeks (also Dec. 20 and 27).

Dec. 8 (8:30-9:30 p.m.) *Climax*, Chrysler Corp. through McCann-Erickson (also Dec. 22).

Dec. 10 (7-7:30 p.m.) *Gene Autry Show*, William Wrigley Jr. Co. through Ruthrauff & Ryan (also Dec. 17, 24 and 31).

Dec. 15 (8:30-9:30 p.m.) *Shower of Stars*, "Christmas Carol," Chrysler Corp. through McCann-Erickson.

Dec. 17 (9:30-11 p.m.) *Ford Star Jubilee*, "I Hear America Singing," Ford Motor Co. through J. Walter Thompson.

NBC-TV

Dec. 5-9 (5:30-6 p.m.) *Howdy Doody*, participating sponsors (also Dec. 12-16, 19-23 and 26-30).

Dec. 5-9 (3-4 p.m.) *Matinee*, participating sponsors (also Dec. 12-16, 19, 22-23, 26-30).

Dec. 12 (8-9:30 p.m.) *Producers' Showcase*, "Sleeping Beauty Ballet," Ford Motor Co. through Kenyon & Eckhardt, and RCA through K & E, Grey and Al Paul Lefton.

Dec. 18 (3:30-4 p.m.) *Zoo Parade*, Mutual of Omaha through Bozell & Jacobs.

Dec. 20 (8-9 p.m.) *Milton Berle Show*, Sunbeam Corp. through Perrin-Paus Co., and RCA and Whirlpool Corp. through Kenyon & Eckhardt.

Dec. 24 (9-10:30 p.m.) *Max Liebman Presents*, "Babes in Toyland," Oldsmobile Div., General Motors Corp. through D. P. Brother.

Dec. 25 (3:30-4 p.m.) *Zoo Parade*, American Chicle Co. through Ted Bates.

[Note: This schedule will be corrected to press time of each issue of B•T]

Continental Buys Morton

CONTINENTAL Baking Co. (Wonder bread and Hostess cakes) lost week acquired the business and property of Morton Packing Co., Louisville, Ky., in its second diversification move of the year. Morton becomes a wholly-owned subsidiary of Continental under the name of Morton Frozen Foods Inc., with George E. Egger, president of the packing firm, to continue as president. Agency for Continental Baking Co. is Ted Bates Inc., New York.

TOP POSTS CHANGED AT CHICAGO AGENCY

Henri, Hurst & McDonald announces resignations of W. B. Henri and W. D. McDonald. Charles Pumpian becomes member of board of directors and two vice presidents leave positions with firm.

SEVERAL CHANGES in executive posts at Henri, Hurst & McDonald Inc. will be effected by the Chicago advertising agency Jan. 1, according to Martin Zitz, president.

Under the reshuffle, W. B. Henri, chairman of the executive committee, and W. D. McDonald, board chairman, will step out from active duty but will serve as counselors to the agency.

Charles Pumpian, vice president and media director, will become a member of the board of directors, serving with Mr. Zitz, Jack Arnold and Thomas Chadwick, the latter two vice presidents and senior partners. Two other vice presidents, R. E. White and D. N. Mainguy, have resigned.

Lee Random, the agency's radio-tv production manager, has become acting radio-tv director, replacing James T. Shaw, who resigned to join the Ziv organization in Chicago.

Henri, Hurst & McDonald currently bills between $9-10 million annually and numbers among its radio and tv accounts such firms as Armour & Co., Cooper's Inc., Gibson Refrigerator Co., Holloway House Frozen Foods Inc. and International Shoe Co.

R&R CO-FOUNDER F. B. RYAN DIES

SERVICES were to be held in New York Saturday in St. James Episcopal church for Frederick B. Ryan Sr., 72, co-founder of Ruthrauff & Ryan, who died Tuesday in Ft. Lauderdale, Fla., of a coronary thrombosis.

MR. RYAN SR.

A son, Frederick (Barry) Ryan is R & R's chairman of the board, and another son, Quincy Ryan, is vice president of R & R.

As partner of a two-man mail order advertising consulting service founded in 1912, the older Mr. Ryan, prior to his resignation earlier this year, had seen R & R grow to a 13-office, 650-man agency. Wilbur B. Ruthrauff, his partner, died in 1941.

During his years as an advertising executive, Mr. Ryan worked closely with some of the industry's biggest accounts, including American Tobacco Co., Lever Brothers Co. and the Chrysler Corp. Under his leadership, the agency claimed to have been among the first in radio to develop the full-hour dramatic program, the play-by-play sports broadcast, the daytime serial and movie star and celebrity testimonials.

Active in sports, Mr. Ryan was a member of the Yale Club, University Club, New York Yacht, Larchmont Yacht, Royal Bermuda Yacht, National Golf Links, Cloud, Everglades, and Maidstone Golf Clubs.

Besides his sons, he is survived by his wife, Lucy Layfield Laird Ryan.

MARYLAND — OHIO SOUTH CAROLINA

These preliminary state and county figures from the U. S. Census of Agriculture show the number of farms with television sets in October-November, 1954, when the census was made. Figures are projected from a survey covering 20% of all farms. B•T will present farm tv figures for each state as they are tabulated by the Census Bureau. Readers can clip and save these reports to accumulate a complete, county-by-county, state-by-state file.

	Total Farms	Farms With Tv	% Tv Farms
MARYLAND			
Allegany	864	348	40.3
Anne Arundel	1,187	828	69.8
Baltimore (Co. and city)	2,331	1,807	77.5
Calvert	1,248	752	60.3
Caroline	1,396	924	66.2
Carroll	2,571	1,729	67.3
Cecil	1,185	930	78.5
Charles	1,440	710	49.3
Dorchester	1,027	548	53.4
Frederick	2,792	1,903	68.2
Garrett	1,438	454	31.6
Harford	1,548	1,109	71.6
Howard	881	654	74.2
Kent	711	566	79.6
Montgomery	1,455	1,105	75.9
Prince Georges	1,786	1,329	74.4
Queen Annes	977	723	74.0
St. Marys	1,443	741	51.4
Somerset	801	247	30.8
Talbot	747	556	74.4
Washington	1,934	1,180	61.0
Wicomico	1,560	593	38.0
Worcester	1,178	363	30.8
TOTAL	32,500	20,099	61.8
OHIO			
Adams	2,304	1,059	46.0
Allen	2,097	1,010	48.2
Ashland	2,048	1,311	64.0
Ashtabula	3,376	1,955	57.9
Athens	1,734	755	43.5
Auglaize	1,963	1,251	63.7
Belmont	1,997	1,050	52.6
Brown	2,828	1,677	59.3
Butler	2,331	1,910	81.9
Carroll	1,557	870	55.9
Champaign	1,866	1,373	73.6
Clark	1,723	1,405	81.5
Clermont	2,487	1,831	73.6
Clinton	1,594	1,298	81.4
Columbiana	2,893	1,966	68.0
Coshocton	1,781	606	34.0
Crawford	1,746	1,108	63.5
Cuyahoga	1,145	920	80.3
Darke	3,885	2,880	74.1
Defiance	1,776	1,116	62.8
Delaware	2,045	1,735	84.8
Erie	1,151	915	79.5
Fairfield	2,514	2,168	86.2
Fayette	1,373	1,094	79.7
Franklin	2,051	1,802	87.9
Fulton	2,354	1,580	67.1
Gallia	2,212	1,105	50.0
Geauga	1,682	1,096	65.2
Greene	1,784	1,376	77.1
Guernsey	2,032	705	34.7
Hamilton	1,481	1,132	76.4
Hancock	2,338	1,517	64.9
Hardin	1,883	1,225	65.1
Harrison	977	534	54.7
Henry	2,072	1,606	77.5
Highland	2,555	1,705	66.7
Hocking	1,089	644	59.1
Holmes	2,104	611	29.0
Huron	2,018	1,324	65.6
Jackson	1,427	791	55.4
Jefferson	1,273	763	59.9
Knox	2,109	1,370	65.2
Lake	1,225	922	75.3
Lawrence	1,883	1,152	61.2
Licking	3,144	2,327	74.0
Logan	2,056	1,452	70.6
Lorain	2,644	2,096	79.3
Lucas	1,824	1,485	81.4
Madison	1,249	943	75.5
Mahoning	1,946	1,280	65.8
Marion	1,417	1,139	80.4
Medina	2,353	1,841	78.2
Meigs	1,757	990	56.3
Mercer	2,389	1,201	50.3
Miami	2,253	1,861	82.6
Monroe	1,709	580	33.9
Montgomery	2,583	2,156	83.5
Morgan	1,469	471	32.1
Morrow	2,085	1,550	74.3
Muskingum	2,584	1,427	55.2
Noble	1,457	481	33.0
Ottawa	1,392	945	67.9
Paulding	1,357	687	50.6
Perry	1,388	896	64.6
Pickaway	1,582	1,411	89.2
Pike	1,308	645	49.3
Portage	2,667	2,041	76.5
Preble	2,216	1,605	72.4
Putnam	2,379	1,400	58.8
Richland	2,394	1,591	66.5
Ross	2,176	1,440	66.2
Sandusky	1,953	1,550	79.4
Scioto	1,321	752	56.9
Seneca	2,288	1,555	68.0
Shelby	1,926	1,496	77.7
Stark	3,214	2,091	65.1
Summit	2,119	1,770	83.5
Trumbull	2,932	1,917	65.4
Tuscarawas	2,350	1,065	45.3
Union	1,775	1,281	72.2
Van Wert	1,800	840	46.7
Vinton	984	431	43.8
Warren	1,962	1,633	83.2
Washington	2,576	810	31.4
Wayne	3,080	1,668	54.2
Williams	1,959	1,105	56.4
Wood	2,766	2,246	81.2
Wyandot	1,537	989	64.3
TOTAL	177,074	115,363	65.1
SOUTH CAROLINA			
Abbeville	1,774	349	19.7
Aiken	2,657	752	28.3
Allendale	687	144	21.0
Anderson	5,043	1,316	26.1
Bamberg	1,239	285	23.0
Barnwell	1,353	377	27.9
Beaufort	1,201	140	11.7
Berkeley	2,965	475	16.0
Calhoun	1,403	273	19.5
Charleston	1,841	422	22.9
Cherokee	2,357	964	40.9
Chester	2,036	628	30.8
Chesterfield	3,240	702	21.7
Clarendon	3,813	298	7.8
Colleton	2,751	310	11.3
Darlington	3,887	582	15.0
Dillon	3,001	271	9.0
Dorchester	1,908	343	18.0
Edgefield	1,688	334	19.8
Fairfield	1,441	302	21.0
Florence	6,891	828	12.0
Georgetown	1,593	207	13.0
Greenville	4,520	1,512	33.5
Greenwood	1,540	237	15.4
Hampton	1,501	216	14.4
Horry	6,918	782	11.3
Jasper	971	110	11.3
Kershaw	2,233	477	21.4
Lancaster	2,119	860	40.6
Laurens	2,752	757	27.5
Lee	2,339	266	11.4
Lexington	2,526	540	21.4
McCormick	821	100	12.2
Marion	2,820	285	10.1
Marlboro	2,207	337	15.3
Newberry	2,223	551	24.8
Oconee	2,799	530	18.9
Orangeburg	5,237	923	17.6
Pickens	2,601	598	23.0
Richland	2,043	494	24.2
Saluda	1,964	322	16.4
Spartanburg	5,547	2,111	38.1
Sumter	3,441	392	11.4
Union	1,328	506	38.1
Williamsburg	5,875	520	8.9
York	3,109	1,133	36.4
TOTAL	124,203	24,861	20.0

OTHER 37 STATES REPORTED IN B•T

Arkansas	Oct. 10, 1955
Arizona	Oct. 24, 1955
Colorado	Oct. 17, 1955
Connecticut	Oct. 10, 1955
Delaware	Oct. 24, 1955
Florida	Oct. 24, 1955
Georgia	Nov. 21, 1955
Idaho	July 25, 1955
Illinois	Oct. 31, 1955
Indiana	Oct. 31, 1955
Iowa	Oct. 3, 1955
Kansas	Aug. 29, 1955
Maine	Oct. 10, 1955
Massachusetts	Oct. 17, 1955
Minnesota	Aug. 15, 1955
Mississippi	Oct. 31, 1955
Montana	Aug. 15, 1955
Nebraska	Sept. 12, 1955
Nevada	June. 13, 1955
New Hampshire	July 25, 1955
New Jersey	Oct. 3, 1955
New Mexico	Oct. 10, 1955
North Carolina	Oct. 24, 1955 (N. C. totals showing tv farms is corrected from 47.2% to read 26.3%).
North Dakota	Aug. 1, 1955
Oklahoma	Sept. 5, 1955
Oregon	Oct. 17, 1955
Rhode Island	Oct. 3, 1955
South Dakota	Aug. 15, 1955
Tennessee	Oct. 3, 1955
Texas	Oct. 10, 1955
Utah	Aug. 1, 1955
Vermont	July 25, 1955
Virginia	Nov. 28, 1955
Washington	Oct. 17, 1955
West Virginia	Nov. 7, 1955
Wisconsin	Aug. 29, 1955
Wyoming	Oct. 24, 1955

Cleveland Agency Changes

AFTER nine years as the BT Nationwide Advertising Service, Cleveland, the agency has changed its name to Stepien-Carr Advertising Inc., according to Theodore J. Stepien, president. A separate division bearing the old firm name has been formed to handle the classified placement services.

Norwich Buys Part of 'Ozzie'

NORWICH PHARMACAL Co. (Pepto-Bismol), Norwich, N. Y., will sponsor ABC-TV's *Adventures of Ozzie and Harriet* (Friday, 8-8:30 p.m. EST) every fourth Friday, starting Jan. 6. Agency: Benton & Bowles, New York. Other advertisers are Hotpoint Co., alternate week, Quaker Oats Co., every fourth week.

You Asked For It

KING-TV's late news show took viewers out of this world recently for a close-up look at the moon... using the KING-size telelens, naturally.

You've probably seen this super lens in action yourself. It was demonstrated Nov. 13 on the popular "You Asked For It" program. Kinescopes of the now famous flip of the hydroplane Slo-Mo-Shun V were shown to illustrate the tremendous power of the lens.

This Fall, both the ABC and NBC networks borrowed the Super KING-size lens to bring the nation's sports fans closer to the action of pro football from Detroit... the Ohio State-Stanford game from Palo Alto... jet speedboat thrills from Lake Mead.

KING-TV's own inventive engineering staff designed and built this exclusive close-up lens, to provide KING-TV viewers with far more dramatic coverage of sports and special events than ever before possible.

Such ingenuity is still another reason why Channel 5's audience is KING-size too, and why KING-TV is beginning its eighth year of dominance in the booming Pacific Northwest.

Channel 5—ABC
100,000 Watts
Blair-TV

FIRST IN SEATTLE-TACOMA

KING-TV

Cunningham Repeats Commercial Criticism

REMARKS about "commercial evils" in radio and tv—made by Cunningham & Walsh President John P. Cunningham Oct. 26 at an Ohio State U. advertising and sales promotion conference [B•T, Oct. 31]—stung an Ohio broadcaster into indignant reply.

But Robert T. Mason, WMRN Marion, appeared to be somewhat mollified last week after an exchange of letters with Mr. Cunningham in which the latter said his talk "must have sounded more critical than I meant to be." Mr. Cunningham, nevertheless, did not back down from his original charge of over-commercialism in radio and tv.

Here's what Mr. Cunningham said Oct. 26: ". . . Give radio and tv thinking a little brainwash. I have counted as many as five commercials at station break time, one right after the other. Besides, they don't own the airwaves. NBC and ABC do not own the airwaves. They belong to the people. The networks and the independent stations merely have a franchise."

In a letter to Mr. Cunningham, Mr. Mason, who had heard of the agency president's talk from a business acquaintance, said:

"Your reference to five or six commercials being run consecutively on radio and television is basically a sound criticism. To parlay that into a general castigation of the broadcasting industry by stating that the air waves belong to the people and not to the broadcasters, and that broadcasters had better be careful or they might lose their licenses, I believe was entirely uncalled for."

Mr. Mason admitted that "there are broadcasters" who carry an excess of commercials, but that at WMRN "we do not even double spot. I believe you will find most of the 3,000 radio broadcasters following the same practice." He said he thought it was "distinctly unfair before many of our advertisers and prospects to condemn the entire broadcasting industry for a practice not generally pursued."

Mr. Mason said such criticism "is just as fallacious as condemning all advertising agencies because some create copy which has been cited by the Federal Trade Commission or who have created advertising offensive to good taste."

Mr. Cunningham in a replying letter said, "I agree with you that the advertisers and agencies are also at fault with the broadcasters—except that the broadcasters have the veto power."

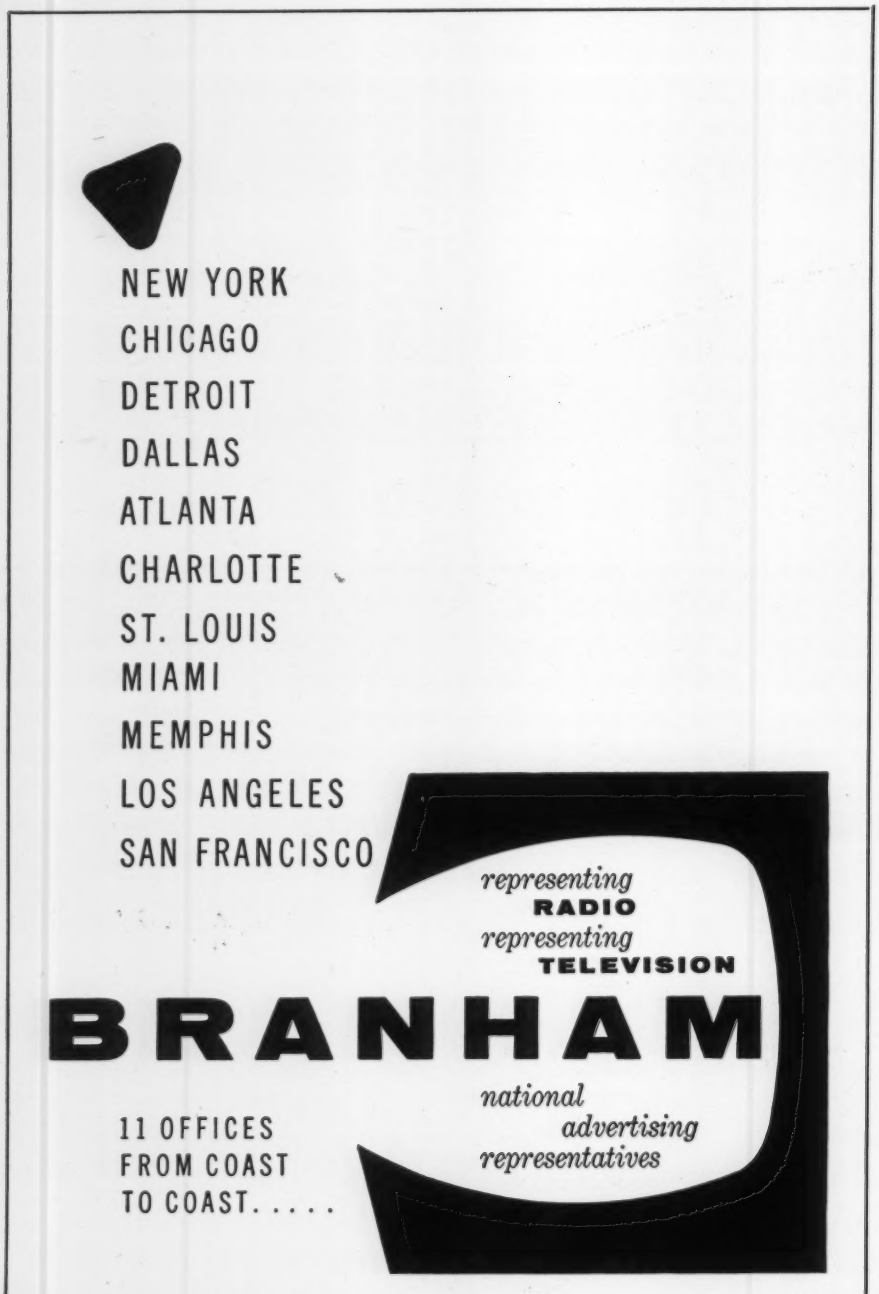
The agency president said that a listener can get as many as five commercials in succession if he is listening to a network show through station break time. "As far as I know, this is true in large instance across the country and has been widely decried by leaders in your field [he mentioned NBC President Sylvester L. Weaver] as well as in mine."

Mr. Cunningham cited Zenith Radio Corp.'s device to shut off tv commercials (also see editorial page 126):

"When television set manufacturers are beginning to advertise devices that will enable the viewer to tune out commercials—and when these devices become an important selling argument in national magazines, such as the current Zenith advertising—it shows that the situation is worsening. For instance, a recent Zenith ad says, "You can *shut off* long, boring commercials".

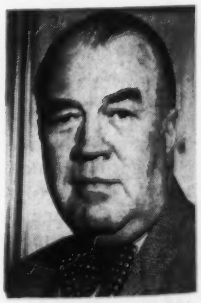
Mr. Cunningham said he did not believe broadcasters would lose their licenses through excessive commercialism. "They will just get some legislation thrown at them which may affect not only their independence of operation, which is precious, but also their dollar volume and profits. I know this will affect us too."

Mr. Mason, in a further letter, told Mr. Cunningham he was sure that "there was no intent on your part to castigate broadcasting as an industry. I am just as certain that close cooperation between advertisers, agencies and broadcasters is needed to correct the abuses which have crept into our industry."



Onetime Agency Head Vir Den Dies in N. Y.

FUNERAL services were held Wednesday at the All Saints Episcopal Church in Great Neck, Long Island, N. Y., for Ray Vir Den, 59, former president of Lennen & Mitchell (now Lennen & Newell) advertising agency, who died Nov. 27 at North Shore Hospital in Great Neck.


MR. VIR DEN

Mr. Vir Den, who purchased a controlling interest in the *The Rome Daily American*, an English-language newspaper published in the Italian capital, in 1954, two years after he had retired as the agency's president, suffered a coronary thrombosis nine weeks ago. Another heart attack and pneumonia followed.

The son of a Methodist minister from Okla-

IN INLAND CALIFORNIA (AND WESTERN NEVADA)

Beeline RADIO

delivers more for the money

These *inland* radio stations, purchased as a unit, give you more listeners than any competitive combination of local stations . . . *and at the lowest cost per thousand!*

(SAMS and SR&D)

In this mountain-isolated market, the Beeline serves an area with over 2 million people and more retail sales than Colorado, Kansas or Kentucky! *(1955 Consumer Markets)*

McClatchy Broadcasting Company

SACRAMENTO, CALIFORNIA • Paul H. Raymer Co., National Representative

homa, Mr. Vir Den came to New York in 1919, after serving two years in the Navy, to study music and fine arts. He sang in light opera and did concert work from 1921-26, and was a partner in a stock exchange firm in the following four years.

In 1930, Mr. Vir Den joined Lennen & Mitchell Inc., becoming executive vice president in 1946 and president in 1947 and retiring from the agency in 1952. He married Frances Alda, a leading soprano of the Metropolitan Opera Company, in 1941. She died in 1952 while the couple was on a trip to Italy. In 1953 he married Lucilla Mara de Vescovi of Rome, former concert singer.

In the world of art, Mr. Vir Den is best remembered as president of the Dutch Treat Club of New York, made up of personages in the writing, illustrative, musical, dramatic and allied arts.

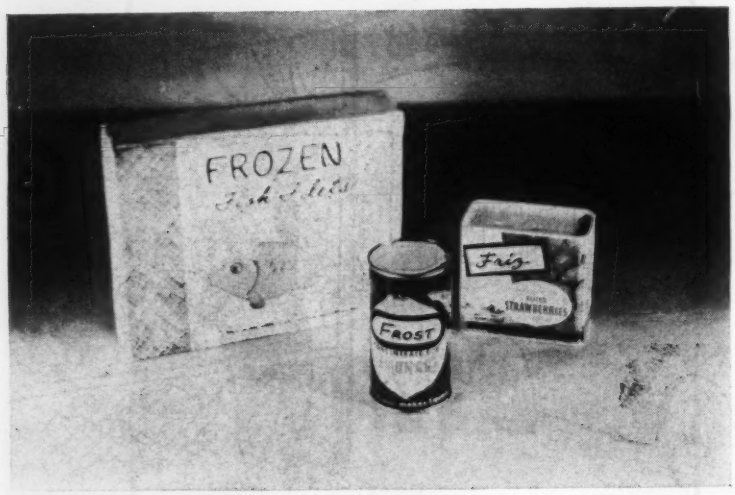
Surviving, in addition to his wife, is a brother, Earl Vir Den of Onawa, Iowa.

Newspaper Advertising Up

BUREAU OF ADVERTISING of the American Newspaper Publishers Assn. claimed a record for newspaper advertising in October. The bureau reported that national advertising (as measured in 52 index cities) set a new high for the month with a gain of 18.8% over October 1954, while the first 10 months of 1955 showed a 12.5% increase, claimed to be another record.

The bureau also reported that broadcast stations' newspaper use was up 10.9% in the 10 month period.

$1,171,715 in Frozen Foods!!



Just one package of your frozen foods sold to the radio homes in WGN's area at 25¢ a package would mean $1,171,715 in sales!*

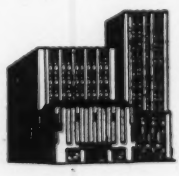
WGN reaches more homes than any other advertising medium in Chicago, and our *Complete Market Saturation Plan* has proven it can sell your products to these homes.

*Nielsen Coverage Service

A Clear Channel Station
Serving the Middle West
MBS

WGN

Chicago 11
Illinois
50,000 Watts
720
On Your Dial



Chicago Office: 441 N. Michigan Ave., Chicago 11
Eastern Advertising Solicitation Office: 220 E. 42nd Street, New York 17, N. Y., for New York City, Philadelphia and Boston
Representative: Geo. P. Hollingbery Co.
Los Angeles—411 W. 5th Street • New York—500 5th Avenue • Atlanta—223 Peachtree Street
Chicago—307 N. Michigan Avenue • San Francisco—625 Market Street

NEW BUSINESS

Sleep-Eze Co. (sleeping pills), L. A., is sponsoring CBS Radio's *Surprise Theatre* (Sat., 12:55-1 p.m.), effective Dec. 3. Program written, directed and narrated by actor-announcer Marvin Miller, was placed through Barton A. Stebbins Adv., L. A.

Denton Sleeping Garment Mills (Dr. Denton children's sleepers), N. Y., which recently named Mumm, Mullay & Nichols, N. Y., to handle advertising and currently is using radio and tv spots in New York and New Jersey, next year expects to sponsor network radio and/or tv show appealing to children.

RENEWALS

Lehn & Fink Products Corp. (cosmetics, disinfectants), N. Y., crediting CBS-TV's *The Lucy Show* (re-runs of original *I Love Lucy* series) with "a large part in building our sales to an all-time high," has renewed program for another season, effective Jan. 1. L&F initiated its sponsorship of Desilu Inc. program last April.

Contract, which calls for sponsorship of *Lucy* on behalf of L&F's Hinds Honey-Almond Fragrance cream, Etiquet deodorant and Lysol disinfectant, places show on 76 stations Saturday nights, with delayed telecasts scheduled for Sunday in midwest and far west. McCann-Erickson, N. Y., is agency.

Goodyear Tire & Rubber Co., Akron, through Kudner Agency, N. Y., has renewed *The Greatest Story Ever Told* (ABC Radio, Sun., 5:30-6:30 p.m. EST). Program, which has been sponsored as public service since 1947, omits commercials, with Goodyear restricting itself to sponsor identification required by FCC regulations.

AGENCY APPOINTMENTS

B. F. Goodrich Chemical Co., Cleveland, appoints McCann-Erickson for flooring division products (asphalt, rubber, koroseal floor tiles) effective Jan. 1. Account currently is handled by Henry A. Loudon Adv. Co., Boston. B. F. Goodrich footwear divisions, and Hood Rubber Co., Goodrich subsidiary, have been M-E clients since 1928.

Kenyon & Eckhardt Ltd., Toronto, appointed to service all RCA Victor Co. Ltd., Montreal, advertising in Canada.

Shaler Co. (Rislone oil alloy, automotive products). Waupun, Wis., appoints Walker B. Sheriff Inc., Chicago, for its advertising. Radio-tv will be used.

Brown & Williamson Tobacco Corp., Louisville, Ky., appoints Ruthrauff & Ryan Inc., N. Y., to handle advertising for its duMaurier cigarettes.

Allied Artists Productions Inc., Hollywood, appoints Buchanan & Co., N. Y., for "Crime in the Streets," motion picture by Lindbrook Productions. Budget of $200,000 covers radio, tv and other media.

Comfort Mfg. Co. (Anti-Terge protective hand cream), Chicago, appoints Olian & Bronner Inc., same city, to handle its advertising. Radio and tv will be used in selected markets.

Firestone Tire & Rubber Co., N. Y., appoints Foote, Cone & Belding there to handle announcement campaign on new, unrevealed product.

Faster Than Growing ~~Like~~ a Beanstalk

El Paso among nation's top 30 in Rate of growth

5th Metropolitan Area in Size in America's Biggest State... and growing faster and sounder all the time.

23rd in Population Growth in the U.S.A.

16th in Effective Buying Income Growth in the U.S.A.

22nd in Total Retail Sales Growth in the U.S.A.

19th in Food Sales Growth in the U.S.A.

21st in General Merchandise Sales Growth in the U.S.A.

17th in Automotive Sales Growth in the U.S.A.

23rd in Drug Sales Growth in the U.S.A.

KROD-TVland ... an American "Bright Spot" Market
A MUST in Selling the Southwest.

And, as a bonus, KROD-TV delivers an additional 105,400 customers in the rich, growing Southern portion of New Mexico... 150,000 in Juarez, Mexico, just across the Rio Grande and over 25,000 in Military Personnel, which are not included in Sales Management population figures, but are in KROD-TV's coverage area.

Only KROD-TV effectively covers all of El Paso's Market!

Owned and operated by the El Paso Times, Inc.

Roderick Broadcasting Company Affiliated with KROD — 600 kc — 5,000 watts

Represented Nationally by the Branham Co.

CBS and ABC Television Network

Channel 4 EL PASO, TEXAS

Dorrance D. Roderick, Pres.; Val Lawrence, V-P and Gen. Mgr.; Dick Watts, Gen. Sales Mgr.

SUNDAYS-MONDAYS and ALL DAYS WOLF has a lion's share of audience

Sundays (daytime)	32.6%	1st Place
Monday thru Saturday:	WOLF share of audience	
Mornings—8 A.M.-12 noon	16.9%	2nd Place
Afternoons—12 noon-6 P. M.	33.3%	1st Place
Evenings—6 P. M.-10:30 P. M.	29.7%	1st Place

RATING for RATING RATE for RATE in CENTRAL NEW YORK it's WOLF

FREE . . . Get the whole story (Spring 1955) covering home-auto-store listening, 4 and 8 year trends, TV operating hours. Included is the basic market facts on population, labor force, industrial work hours, automobiles, telephones, and monthly sales comparisons. Ask for your copy of the The Syracuse Inside Story.

Van Rensselaer and Kirkpatrick Streets
Syracuse, N. Y.
Phone 2-7211
1490 K. C. 250 Watts
ON THE AIR
6:00 am to 2:00 am
National Sales Representatives
THE WALKER COMPANY

A&A PEOPLE

Fred Flanagan, copy supervisor and copywriter, Kenyon & Eckhardt, N. Y., elected vice president of agency. With K & E for past six years, he formerly was with copy department of Calkins & Holden, N. Y. and McCann-Erickson.

MR. FLANAGAN

Julian Field, named senior vice president and creative director of Lennen & Newell, N. Y. He held top creative post in William Esty Co. and Ted Bates Co. before joining L&N.

Clement H. Watson, assistant general manager of General Foods' Atlantic Gelatin Div., Woburn, Mass., appointed general manager. He succeeds **Joseph H. Cohen,** retiring vice president and general manager.

Arthur E. Duram, vice president and head of radio-tv, Fuller & Smith & Ross, N. Y., appointed to board of directors of the agency.

Kenneth H. Boehmer, merchandising-promotion manager, WJBK-TV Detroit, to Ralph Sharp Adv. Inc., that city, as vice president in charge of public relations. He will supervise Easter Seal campaign which agency coordinates.

MR. BOEHMER

Continental Baking Co., N. Y., board elected three new directors: **Joseph Klingenstein,** senior partner, Wertheim & Co., N. Y., investment consultants and bankers; **Ralph Owen,** president, Equitable Securities Corp., Nashville, Tenn. and **George E. Egger,** president, Morton Packing Co., Louisville, Ky. New directors bring total number on board to 13.

Donald B. Kraft, president of Kraft Advertising before its merger with Honig-Cooper, Seattle, in 1954, appointed vice president and assistant manager of Honig-Cooper Seattle Office.

Hal Stein appointed vice president in charge of creative writing, Rudio Productions, Chicago agency.

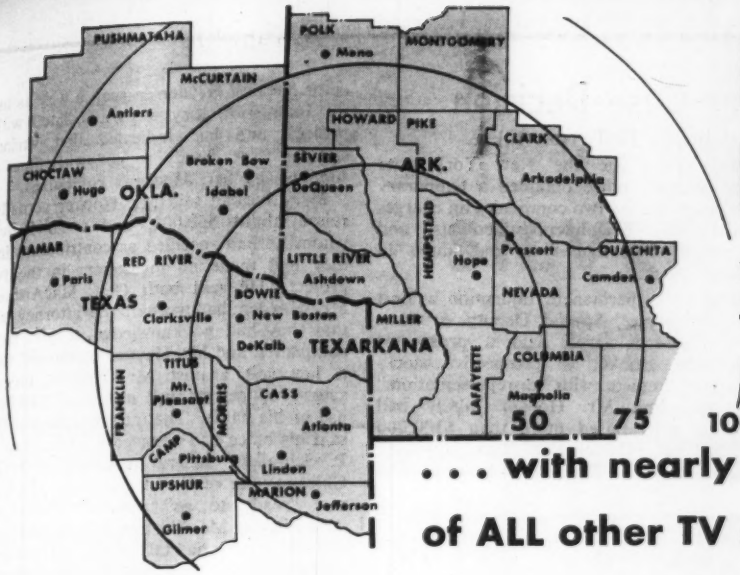
John Crawford and **David Wylie,** formerly with Leo Burnett Co., Chicago, to Kenyon & Eckhardt Inc., same city, as creative and art directors, respectively.

C. E. Ballard and **Mitch Lewis** to head new Dallas-Fort Worth operation of Ray Cormier Advertising, Los Angeles.

Herman L. Anderson, Benham Advertising Inc., to contact department of Gray & Rogers, Philalelphia.

Edward B. Ingman, formerly assistant director, CBS-TV, to N. W. Ayer, N. Y., on radio-tv traffic staff.

Joseph A. Schulte, national advertising manager of appliances for Crosley-Bendix Div. of Avco Mfg. Co., Cincinnati, Ohio, to Whirlpool-Seegar Corp., St. Joseph, Mich., effective Dec. 15, as assistant merchandising manager.



Pulse* Proves Dominance In 26 Counties

. . . with nearly TWICE the AUDIENCE of ALL other TV stations combined . . .

1st

In SHARE of AUDIENCE morning, afternoon and night for the entire area.

In EVERY SINGLE PROGRAM PERIOD day and night, seven days a week (7:00 a.m. to 12 midnight).

In TOTAL AUDIENCE in 19 of the 26 counties. Second in five counties; third in two counties.

Here Are the Facts that Make KCMC-TV the Powerhouse of the Southwest

*Area Telepulse September, 1955	MONDAY thru FRIDAY			SATURDAY			SUNDAY			TOTAL
	MORN.	AFTN.	NITE	MORN.	AFTN.	NITE	MORN.	AFTN.	NITE	AUDIENCE
KCMC-TV	**68**	**69**	**61**	**66**	**57**	**66**	**73**	**64**	**75**	**65**
Station "B"	6	11	12	12	14	13	12	17	17	12
All Others Combined	25	21	27	23	30	21	15	19	8	23

These counties form the primary core of the full KCMC-TV service territory. Your order buys complete dominance of this area — PLUS — substantial audience in 17 additional counties in 4 states.

Now Telecasting Network Color

KCMC-TV

CHANNEL 6

TEXARKANA TEXAS - ARKANSAS

CBS INTERCONNECTED ABC

100,000 Watts

REPRESENTED BY
Venard, Rintoul & McConnell, Inc.

WALTER M. WINDSOR
General Manager

N. Y. Justice Holds Up Hooker Case Decision

State attorney general's office argues for permanent injunction against film companies headed by West Hooker, charging latter made unauthorized use of prominent names and misrepresented finances. Hooker asks dismissal of motion.

NEW YORK Supreme Court Justice Joseph A. Gavagan reserved decision last week on a show-cause procedure involving Film Network Inc. and Master Television Inc., both headed by West Hooker [B•T, Nov. 14].

Several weeks ago the New York state attorney general's office obtained a temporary injunction against the two companies on charges they had made "fraudulent statements" and used "unauthorized names" of individuals in the sale of stock.

Arguing for a permanent injunction against the two companies, Special Deputy Attorney General David Clurman said a prospectus sent by Mr. Hooker to prospective stockholders was "replete with misrepresentation." He charged that Mr. Hooker falsely had claimed to have raised more than $300,000 to be used for producing tv films; had used the names of Gen. Douglas MacArthur and actor Sterling Hayden in such a way as to lead the impression they were associated with the project, and had indicated that various tv stations were "ready to go" with films to be supplied by Mr. Hooker's companies.

Mr. Clurman said Mr. Hooker actually had raised about $50,000, and some individuals whom he had specified as contributors insisted they had made no investment in the tv film project. He said both Gen. MacArthur and Mr. Hayden had written the attorney general that they had no knowledge of Mr. Hooker's companies, and Mr. Hayden threatened to begin a law suit against Mr. Hooker unless the actor-producer stopped making "unauthorized" use of his name. The attorney general counsel said his office had received a letter from Frank P. Schreiber, general manager of WGN-TV Chicago, one of the stations Mr. Hooker said was "ready to go" with his filmed shows. According to Mr. Clurman, Mr. Schreiber wrote that the station had talked with a representative of Mr. Hooker, but that "no commitment at all was made."

Mr. Clurman also told the court that his office had sworn statements from individuals that they had received a prospectus from stock salesmen employed by Mr. Hooker.

L. Ray Glass, counsel for Mr. Hooker, pressed for a dismissal of the motion for a permanent injunction against the two companies, basing much of his argument on the contention that what the attorney general's office kept referring to as "a prospectus" actually was a "preliminary draft" of a prospectus, and therefore not binding upon the public and the defendant. He contended that Mr. Hooker had not raised any money from the general public from this "preliminary draft" and that some $50,000 raised for Film Network Inc., envisaged as a tv film distributing company, resulted from private sales negotiated personally by Mr. Hooker. Mr. Glass said Master Television Corp., organized as a tv film production company, never has sold stock to the general public, the only sale being 1,000 shares at $1 per share to the parent company, Film Network Inc.

Use of Well-Known Names

Mr. Glass said the names of Gen. MacArthur and Mr. Hayden were used in the "preliminary draft" to indicate the types of individuals who would take part in programs to be produced by Mr. Hooker and did not refer to them specifically.

Mr. Glass requested that Mr. Hooker be given an opportunity to submit a revised final prospectus and to adopt any change in procedure the attorney general suggested.

In an affidavit submitted to the court, Mr. Hooker replied to certain questions raised by the attorney general's office. He said the $300,000 mentioned in the "preliminary draft" did not refer to stock sales but to "commitments" for participation in film production. He also charged in the affidavit that the action against him was inspired by the Anti-Defamation League of B'nai B'rith.

Introduced as evidence by the attorney general's office at the time the temporary injunction was granted was a newsletter allegedly sent by Mr. Hooker to prospective stock purchasers. The newsletter asserted the tv and motion picture industries are controlled by "Eastern European Jews" and there is "no program outlet" for those who are "our kind of people."

Mr. Hooker charged in his affidavit last week that the ADL had wanted him to "play ball" with that organization, with ADL building him (Mr. Hooker) into a "scare personality." He claimed ADL wanted him to "go violently anti-Semitic" so that ADL could raise funds from

DAY AND NIGHT

WIBW-TV

IS

"MOST-

WATCHED!"

Throughout the small towns and farms that make up the vast Kansas Farm Market, WIBW-TV is the station most people watch most!

This was proved by Dr. Forest Whan's TV Study of the TopekAREA. Write us or call your Capper man for a free copy. It will give you hundreds of facts to help you squeeze more sales out of your TV dollars.

WIBW-TV Channel 13 VHF

SEE YOUR CAPPER MAN

The Kansas View Point

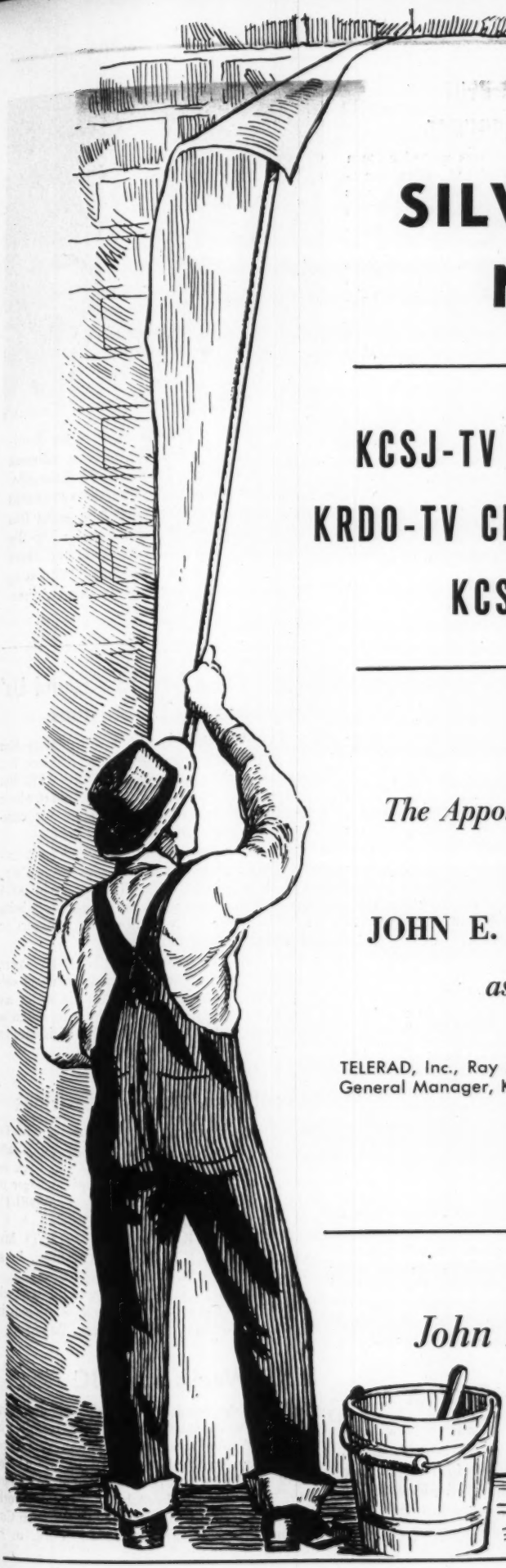
CBS-ABC

TOPEKA, KANS.

Ben Ludy, Gen. Mgr.

WIBW & WIBW-TV in Topeka, KCKN in Kansas City

Rep: Capper Publications, Inc.



The

SILVER DOLLAR NETWORK

KCSJ-TV Channel 5 Pueblo, Colo.
KRDO-TV Channel 13 Colorado Springs
KCSJ-AM — KRDO-AM

Announce

The Appointment effective December 1, 1955

of

JOHN E. PEARSON TELEVISION INC.

as National Representatives

TELERAD, Inc., Ray J. Williams, Pres.
General Manager, KCSJ & KCSJ-TV

Harry Hoth
President & Gen. Manager
KRDO & KRDO-TV

Walter L. Dennis
National Sales Director
Silver Dollar Network

. . . JEPCO knows how the wind blows

John E. Pearson Company

radio and television station representatives

New York Chicago Minneapolis Dallas
Atlanta Los Angeles San Francisco

"little Jews" throughout the country. Mr. Hooker said he refused to do this and planned to publish details of "all those things" in the "national party bulletin," which he edits. In his affidavit, Mr. Hooker charged that ADL officials threatened to "go after" him through the attorney general's office and attack Film Network Inc., if he published such a story. This material was published, Mr. Hooker said, and "thereafter the attorney general's office proceeded to investigate deponent through his friends and associates and other sources."

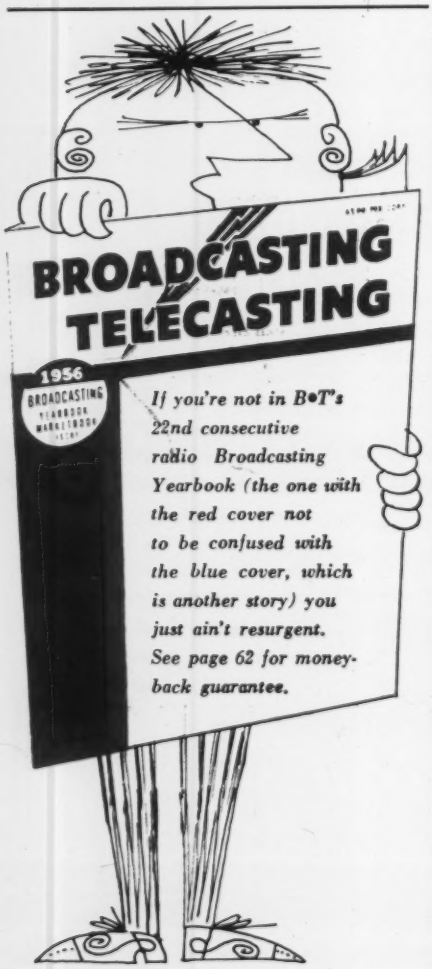
Leonard E. Russack, assistant attorney general, told the court at a time when Mr. Glass raised a similar question: "As the attorney general said a few weeks ago, we are not interested in Mr. Hooker's political views. This is and always has been a securities fraud claim."

Agreement Clears Filming Of Tom Mix's Life for Tv

THREE YEARS of litigation over tv rights to the life of Tom Mix, onetime idol of cowboy films, came to an end when his daughter, Mrs. Thomasina Mix Andre and his widow, Mrs. Mabel Mix, came to an agreement.

Los Angeles Superior Judge Clyde C. Triplett on Nov. 23 approved a contract under which a corporation, Tom Mix Inc., will make 13 tv films within the next 12 months, guaranteeing minimum payment of $6,500 to his estate.

Mrs. Mix, the late actor's fifth wife, is participating in the corporation, with Montie Montana, cowboy actor, scheduled to play Mr. Mix in the tv series.


BROADCASTING
TELECASTING
1956
BROADCASTING
YEARBOOK
If you're not in B•T's 22nd consecutive radio Broadcasting Yearbook (the one with the red cover not to be confused with the blue cover, which is another story) you just ain't resurgent.
See page 62 for money-back guarantee.

MCA-TV Names Brill Eastern Sales Manager

FRANK BRILL last week was named eastern sales manager for MCA-TV Ltd., Film Syndication Div., it was announced by Wynn Nathan, vice president in charge of sales. He succeeds Tom McManus, who becomes international sales manager.

MR. BRILL

Mr. Brill, who has been with MCA-TV four years, will headquarter in New York and be in charge of the Boston, Philadelphia, Washington and Roanoke, Va., district offices of the organization.

Sharpe Relinquishes Duties In Four Star Expansion

DON SHARPE has resigned as president and exclusive sales representative of Four Star Productions but will continue with the company as sales and agency contact, it was announced last week.

Mr. Sharpe's resignation is the result of Four Star's current expansion plans, according to William Cruikshank, attorney for the company, who has been named acting president.

"Our plans, which include at least three new shows for the 1956-57 season and at least two feature-length motion pictures, would place an impossible burden on Mr. Sharpe because of his outside activities," said Mr. Cruikshank.

Four Star simultaneously announced that the William Morris Agency has been retained as exclusive sales representative for the Four Star Playhouse and for future properties to be produced by the company.

Carnation Buys Series For 16 Western Markets

CARNATION Co. (Albers Cereal Div., Los Angeles) has signed for MCA-TV's *Waterfront* filmed series in 16 western cities, starting early in 1956, it was announced last week by Bob Greenberg, vice president in charge of the West Coast for MCA-TV Film Syndication Div. and Bob Redd, vice president of Erwin Wasey Co., Los Angeles.

The transaction includes eight California markets—San Francisco, San Diego, Sacramento, Fresno, Stockton, Salinas, Bakersfield and San Luis Obispo—plus Seattle, Spokane and Yakima, all Washington; Portland and Eugene, both Oregon; Salt Lake City; Boise, Idaho, and Phoenix. Preston Foster, star of *Waterfront*, will make commercials for Albers and participate in a promotional campaign.

Firestone to Ziv Tv Post

PROMOTION of Len Firestone to New York City sales manager of Ziv Television Programs was announced last week by M. J. Rifkin, vice president in charge of sales. Mr. Firestone has been a Ziv Tv executive since last July, and previously was national sales manager of Unity Tv Corp., New York.

BILL SHOTT, president of Bavarian Brewing Co., Covington, Ky., signs a 52-week contract with ch. 18 WHIZ-TV Zanesville, Ohio, for sponsorship of five syndicated shows produced by NBC Film Sales (*His Honor, Homer Bell; The Falcon; The Big Fight; The Great Gildersleeve,* and *Steve Donovan, Western Marshal*). Witnessing the contract signing is Nate Milder, director of sales for WHIZ-TV.

RCA's 'The World Around Us' Available to Tv Stations

AS PART of its expansion into the tv film field, RCA Recorded Program Services last week announced the first of its new 1956 film series, *The World Around Us*, 26 quarter-hour programs dramatizing the struggle for existence in the world of animals and plants.

The series, available in color and black-and-white, was packaged by Picture Film Corp., which has arranged for distribution by RCA Recorded Program Services. The series is being made available to tv stations and sponsors on a regional or local basis.

The series was filmed by John H. Storer, naturalist, motion-picture cameraman and writer. Among the sequences in the series are ones showing a fight by a salmon to return to its birthplace for spawning and the distance an iceberg travels in two days.

Newsfilm Adds Six Stations

SIGNING of six additional stations as CBS-TV Newsfilm clients, bringing the total station subscribers to 69, was announced last week by Wilbur S. Edwards, general sales manager of CBS-TV Film Sales Inc. Stations are WDBJ-TV Roanoke, Va.; WBTW (TV) Florence, S. C.; WMT-TV Cedar Rapids, Iowa; KGLO-TV Mason City, Iowa; KTVO (TV) Ottumwa, Iowa; and KTVI (TV) St. Louis.

CBS-TV Film Sales also reported renewals from WJBK-TV Detroit, as well as stations in Bogota, Colombia, and Brussels, Belgium.

Big 3 Weeks for ABC Film

ABC-TV Film Syndication made announcement that three-week sales campaign has resulted in volume of sales totaling more than $1 million in billings. Highlights of activity were sales of 39 weeks of *Passport to Danger* to Grant Adv., Toronto, for French Canadian network, and of 52 weeks of same show to Mennen Co., through McCann-Erickson, New York, in 39 markets, starting in January.

W•GTO

FIGURES *BIG* IN THE FLORIDA MARKET

from Gulf To Ocean • Gainesville To Okeechobee

Here's why the scales are tipped so heavily in favor of the W•GTO advertiser. 95% of Florida's golden citrus belt lies well within the 0.5 m/v contour of W•GTO. That's a lot of vitamin C.

Florida has come into its own as a cattle producing state—800,000 graze in the lush pastures from Gulf to Ocean —Gainsville to Okeechobee! High in protein!

And in minerals, well, nobody anyplace produces more phosphate than the state of Florida and 79% of that lies almost at the feet of the W•GTO tower.

This and other diversified industry brings in an effective buying income of $1,869,606,000 annually. On top of this W•GTO is heard by hundreds of thousands of tourists who each year spend $650 million in the W•GTO area.

When these thousands of buyers return to their home states, they remember your message heard on W•GTO.

How can an advertiser reach so many people from so many different states at one low cost? Use W•GTO, of course.

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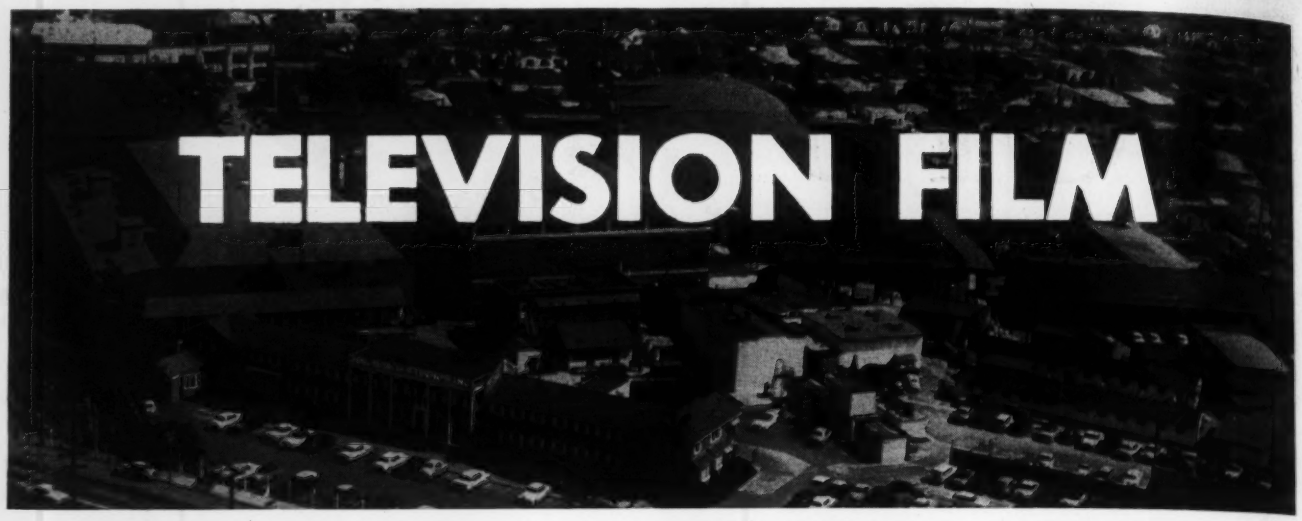


HAL ROACH JR. OFFERS SOME EDUCATED GUESSES ON ITS FUTURE

IS THE syndication market glutted? What about time clearances for film shows? Color? Magnetic tape? Film vs. live? New York or Hollywood? Mr. Roach, of the studios of the same name, gives his answers to these and other questions in this exclusive, recorded interview with B•T.

Q: There has been considerable discussion that the television film syndication market is flooded at the present time. Do you find that true?

A: That will be true in any business if you take a week-by-week survey. Television is so new a business that many of the long term implications are just now coming to be felt.

Q: What are some of these implications?

A: For instance, we've had a kind of a market in syndication where the producer could almost look to making a 100% profit.

Q: On the first run, or . . .?

A: Let's assume he broke even on the first run. He could almost look toward making the cost of the show again as a profit. Now that probably won't go on too long because of the competition. What you find is that an abnormal situation exists today which will shake itself down, in my opinion. In many areas the syndication market is influenced by a number of factors, such as the newness of television. In a one or two-station market there are a lot of people looking at television just to look at television. A sponsor just can't get more audience for a good show.

What's happened to the movies hasn't come up in television yet. You can make millions with a fine motion picture, lose your shirt with a bad one. As television settles down, you're going to have to have something very good.

MR. ROACH

Q: What are the other significant trends in syndication today?

A. Let me say this. There are two factors that are most interesting in developments. Television today is living off the national sponsor. Radio did that only partially. A great deal of radio income, and I'm talking of total radio income, came from the smaller sponsor, from the regional sponsor, from the local sponsor, from all kinds of different combinations of those people. Now if television is actually as potent a medium as it's developed to be, these people have a tremendous problem. . . .

Q: What is the problem?

A: I know of a soap company which had an original territory. They must compete with a national soap company and they have done very well in the market up to this time. But they are suffering now sales-wise because they haven't gotten their sales message across in the most vigorous advertising medium—television.

Q: There are good syndicated packages which they can afford and with which they can compete with the big shows, but they can't find station time or enough stations in a market to get their message on the air. Is that right?

A: I think what you're going to say is that at some point they're practically going to throw away the rule book as we know it now. There will be a natural evolution, not revolution, but you will see a lot more thinking clear up. This business, to me, is changing more and more from the radio thinking that went on for years. It's changing multiple sponsorship, it's changing the idea of the length of the shows, it's changing in so many different ways. Most of these are things we predicted a long time ago and they just used to throw me out of the window. The one big problem today, of course, is time on the air. Now, somebody will have to solve that.

Q: Will there be more stations built to provide that time?

A: That and all kinds of other answers. I don't know what they are.

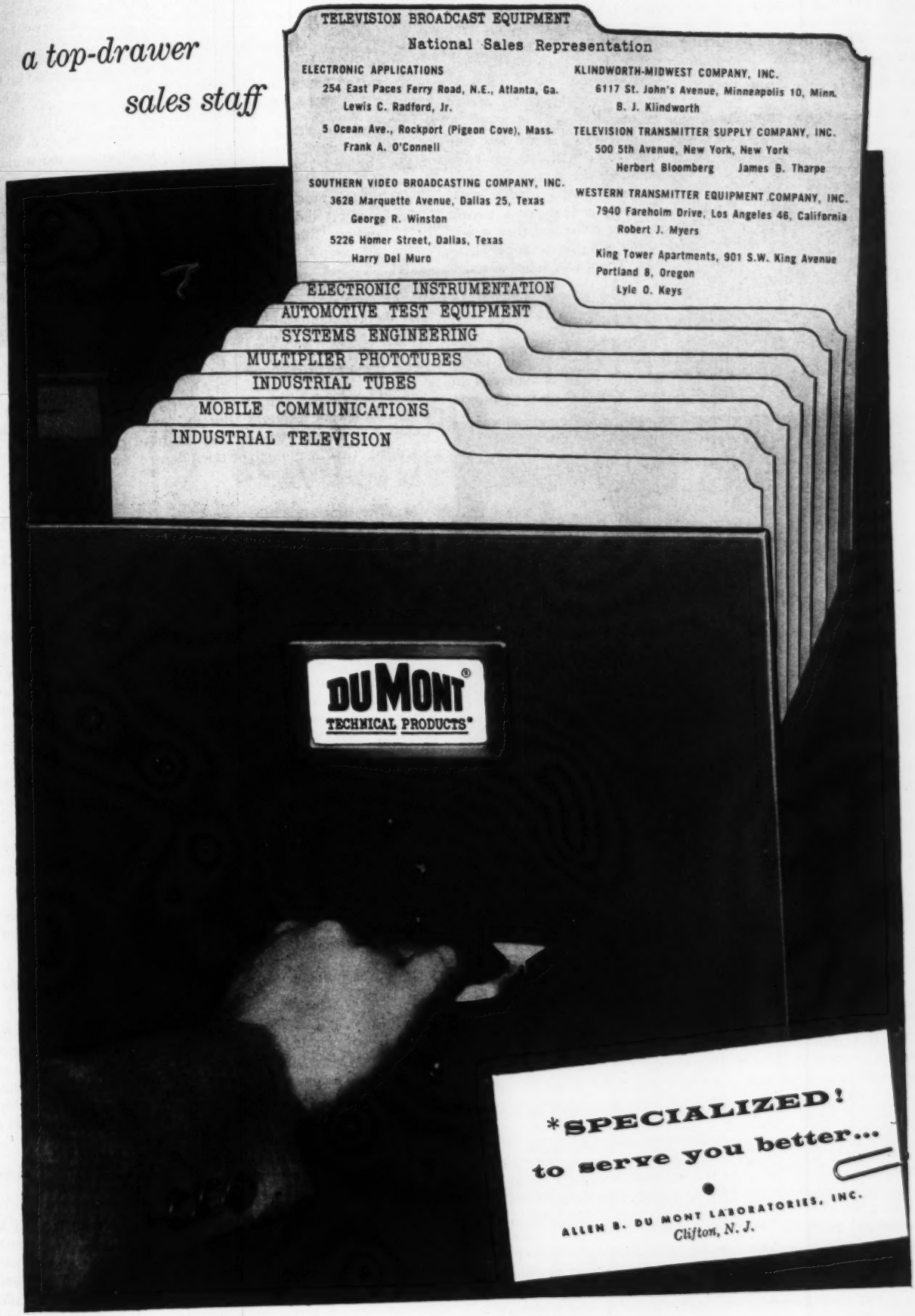
Q: What about color?

A: We have done black-and-white and color. Of course, I haven't answered the question what our conversion problems are for color —the answer would take about 20 minutes. We can handle color, and do. We shot a great deal in color, commercial pictures, big features, We shot tv shows in color.

Q: Do you get a better effect making black-and-white films?

A: No. Actually you don't. You get a better effect by running a color print and it comes out black-and-white. However, the cost is more than the producer would like to absorb and it isn't practical

a top-drawer
sales staff



for the sponsor to absorb except under certain circumstances. Color is going to be an interesting kind of problem. I don't personally feel that the whole industry at some given time is going to switch over to color, which seems to be lurking in everybody's mind. Not every show need be in color.

Q: What is your reason?

A: We know this from the motion picture business. As a matter of fact, look over your Academy Award winners in the last few years and you'll find very few of them in color. Color is good for musicals, top westerns. We also found out in the picture business that you don't get another dime's revenue out of other kinds of pictures in color. But what is going to happen is that for a period there is going to be a great disturbance about color and then it will settle down this way—that a good show will be a good show whether it's in black-and-white or color. Then you'll be selective about what will be in color.

Q: Isn't there some re-run value?

A: Well, I put it this way. Take the sponsor. What he's really interested in from an advertising standpoint is his commercials in color. There is nothing that says you can't do a commercial in color. The audience is conditioned to that. You will go to a motion

BETWEEN TAKES on the set of *My Little Margie* stars Charles Farrell (l) and Gale Storm chat with producer Hal Roach Jr. Official Films last week guaranteed Mr. Roach $1,260,000 for distribution rights to 126 of the series' films (see story page 58).

picture theatre and you'll see a cartoon in color and a newsreel and feature in black-and-white. This doesn't stop anybody. I think after the first one second you're in the mood for the story. Nothing will ever transcend a good story, good production and good direction. These are the important factors. The others are assists.

Q: I saw magnetic tape at Crosby Enterprises last week. They expect it to be commercially practical within the next year or 18 months. Where does that put syndication?

A: I think the battle of the unions will take place first. And then, after that, if it comes about—wonderful. Anything that helps production values is good, because if it's a question of electronic cameras, or tape recorders or anything, it's only a matter of . . .

Q: . . . You're still producing a show. It does not matter how you make it?

A: That's right. The studios will raise and follow it. The valuable equipment we have in here and the valuable articles are the creators and the know-how that goes into a show. Whether it's going to be recorded all at one time . . . actually, strangely enough, that's almost not my problem. That's a problem which our engineering department will come in with one day, as it did when we decided to change from film recording to tape recording of our sound. They set down a presentation which proved that it was more efficient and economical to do it a certain way and we ok'd it and it was done. If it's a question of whether to do this on tape, we watch constantly all kinds of developments and as it becomes feasible, we'll do it.

Q: Magnetic tape could give you extreme flexibility. You could immediately erase and re-film what you just did and do it better. Or in making duplicates of the tape, it could be done much more quickly.

A: That's right. But again the key is what goes on it. The finest recording, or the finest technical development in the world won't mean a thing if the story stinks.

Q: What about the dispute over "live" technique, using multiple cameras and continuous action, versus the single-camera stop-and-go "film" technique in producing television shows?

A: As far as our organization is concerned, we consider whatever process we use to be secondary. When we went into television, we discussed whether we couldn't have electronic cameras and shoot the shows like a live show. The idea of multiple cameras is not a new one in the picture industry.

Q: It's been tried before?

A: That's right. The whole industry went through a phase at one time of multiple cameras. But the system waned and I think for some of the same reasons that we have certain objections to the so-called "live" technique of operation.

Q: What are they?

A: The problem is that when you have three or four cameras you cannot light properly and all the cameras must stay out of range of each other. Your close-up camera is farther back than it normally would be . . .

Q: Requiring a long-range lens?

A: That's right, and that would foreshorten your background behind your star. In other words, it wouldn't be motion picture quality. You move your field lights and all your shading lights and all your various lights as close to your star as the shot will permit in order to get the most perfect lighting on the star and the whole scene to create moods, to create effect, particularly in a dramatic show. Obviously in a live show you must light the whole stage pretty much for the half-hour operation. You can make certain changes, but they're not what we would call "finished" changes. Now it goes much deeper than that. It goes into economics and it goes into the dramatic presentation itself.

Q: Isn't it actually more expensive using the single camera system, stop-and-go filming, making repeated takes, stretching it out?

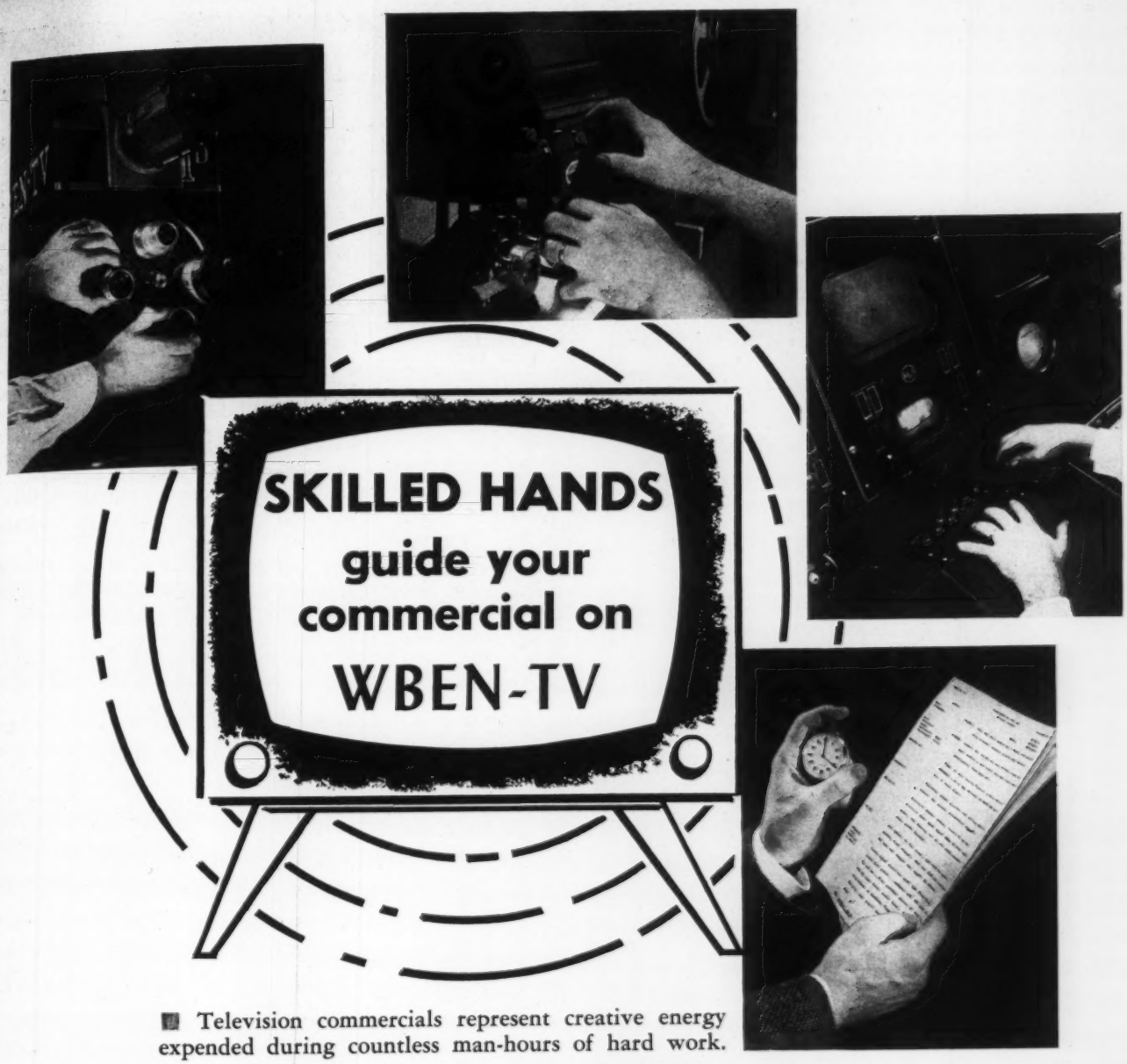
A: No. It's the other way. Because actually when you use three cameras you must rehearse for a longer period of time and you must rehearse everybody.

Q: Because the action has to be continuous through the half hour?

A: That's right. If you do a live half-hour show and you have a part that isn't the biggest part in the show, but it's a very meaty part and you need an excellent actor for it, that actor must report for rehearsals just as many days as everybody else. In our situation, because we don't shoot in continuity, he may come in and do this part in one day. Therefore you can afford to get an excellent actor and pay him for that one day for that particular part.

Q: The producers using multiple cameras and live technique make a lot out of the spontaneity factor.

A: All right. Take a live show. I don't think spontaneity helps a dramatic scene on top of a lighthouse when you can see the head of a prop man in a window. In the early days of television it might have provided a little bit of amusement for the audience. I think when you're trying to present a dramatic tale that calls for a certain type of mood or background, mistakes may injure it a



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And no television station in Western New York is better equipped for this important job. Pioneer since 1948, WBEN-TV has developed skills and techniques to the point of perfection that counts most when *"you're* on the air."

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Western New York is the second richest market in America's richest State. And — WBEN - TV delivers this market as does no other television station.

great deal. They talk about fresh performances. Well, it's always occured to me: what is a fresher performance, an actor who has been rehearsing something for five days and getting it down as letter perfect as possible, or an actor who has rehearsed a scene two or three times before a camera and then does it, a segment at a time? I think we get more freshness of performance this way on film.

Q: Are there other drawbacks in live technique?

A: Obviously you must restrict your sets. It goes through the whole economy of the business. You've got to restrict your whole operation a great deal.

Q: Albert McCleery, producer of *NBC Matinee Theatre*, believes in the cameo technique in which sets aren't too important. You use symbols, he says, and he made a strong pitch for the live play the other day in a script conference. He refuses to use any film on his series.

NEW, FRESH—BUT MODERATE

A: Let me say this. Any kind of entertainment medium which is going to use a tremendous amount of entertainment can use all kinds of new and fresh ideas. But you couldn't recommend the cameo theatre type operation for a whole evening's entertainment.

Q: There will always be live television shows?

A: I think so. Don't misunderstand me. I think there are a lot of things that should be live. The *Ed Sullivan Show* obviously is a live show. Certainly any contest show is. . . .

Q: Do you see a greater need for film in the trend to 90-minute shows?

A: The argument about film and live—to me, the battle ended some time ago. I think the whole cue was when sponsors decided that they must go on film for their commercials because of better quality, more flexibility and so forth. Well, the same thing is true of entertainment. In the 90-minute show you need all the elements that you need for a motion picture. Yes, much more. They are going to run out of parlor, bedroom and bath dramas pretty soon. They have to start moving around. . . .

Q: What about the trend of program originations moving from New York to Hollywood?

A: Of course, to me, that's the obvious development. When we first started with this studio—and this was the first major studio to convert to television . . .

Q: . . . When was that?

A: We started in 1947 to set our television plans and we started making programs, I believe, the latter part of 1948. I believe we did the first series that was done out here.

Q: What was that?

A: It was a show for Lucky Strike. Followed closely by the *Lone Ranger*. The business end of entertainment just doesn't register with people. It's a highly complex kind of an operation. We find it out making pictures in New York or in Paris or in Rome or anywhere. You have concentrated here in Hollywood the largest number of people with unusual and different skills and services that you'll find anywhere else in the world. The problems you have when you move away from here are just tremendous, time consuming and expensive. For instance, I sit here today and have 100 Revolutionary soldiers in full uniform and all their equipment ready to march tomorrow morning. You can call a place and say, "I want a 1918 car," and the fellow says, " Foreign or American?" That you can't do anywhere else.

Q: What about New York?

A: The problem of dressing sets in New York is enormous. Take wardrobe. Stage wardrobe is normally unsuitable for closeup operation. A uniform that has been designed for the stage—and this is particularly true of secondary characters in the show which, we have to admit, there are lots of—you will find that the design is built on the basis that the front row seats are a long way from the stage by comparison.

Q: Another subject. I've heard many complaints about the "canned" laughs in comedy film shows.

A: This is an argument that goes on and on and I can't give you the answer to it, except that there is no successful comedy show that I know of that doesn't have laugh reactions. However, what we do here, I think, is the honest way to get laugh reaction. We complete the film and then we take it into a theatre and show it to an audience with microphones focused toward the audience. Now, whatever sounds they make go right on the film. We don't tamper with them.

I think its been picked on much more by critics than it deserves to be. I don't think of myself as a man who laughs out loud, but I know I've found myself in a theatre full of people laughing and I'm laughing right along with them. I don't think people sit there and analyze it. But I'll tell you where it has had a great influence and that's on the sponsors, because unfortunately a sponsor is going to look at his show with an analytical mind. Well, you can't look at comedy with an analytical mind. You can't sit and say, "I wonder if this is worth 30,000 bucks a week" and get the jokes.

Q: The Roach Studios were in the movie production business for many years before you got into tv, were you not?

A: That's right. This studio was started in 1914 and moved out here in 1922.

Q: Have you continued movie production since entering tv?

A: We've made about six. We're going to do a "Racket Squad" feature in the next two months. We do them only when we have the proper story and the proper stars. One of the things that's been apparent to me from the beginning of television is that I believe the motion picture business and the television industry have a great deal more in common than they're willing to admit, and will eventually do a great deal more together than they do today.

Q: After so many years of successful theatre film production, why did you get so deep into television?

A: Well, that's a kind of an interesting question. It's got a multitude of answers to it. We have always been a large independent while we were one of the major producing firms. One of the ways you stay alive as a large independent—without theatres and without distribution organization, where you have purely made your money out of production—was to be fast on your feet and to move rapidly with new ideas and new types of thinking. It seemed to us early in 1946 and 1947 that the "B" picture was doomed. We made "A" pictures, "B" pictures, shorts; we made everything on this lot. We made everything from $6 million pictures to eight-second tv commercials. The "B" picture, of course, was our filler, as it was for everybody else.

Q: That was the bread and butter picture?

A: That's right. But when we looked at television, we had to ask ourselves a question which at that time was considered rather revolutionary but today is obvious. If people can get good entertainment at home without paying for it they'll stay home, and the entertainment normally will get better and better. When there is a demand somebody will supply it and, therefore, there are requirements for better productions all the time.

We have what we like to consider sort of an entertainment factory. Way beyond the use of equipment, it's made up of people who spend their lives in the production and creation of entertainment.

Q: Do you mean that it's not the facilities or medium, necessarily, but the show that counts?

A: That's right. Nobody ever went to the theatre to see the theatre. They went to see the show. You can have a turkey in a beautiful theatre and a terrific show in a tent next door, and you'll fill the tent every time. Therefore, your whole concentration is on what you are going to produce and we felt that anywhere that exhibits what we produce is our market. So being flexible and not worrying about theatre seats or distribution organizations, television seemed like a perfect spot for us to move toward. We had to take quite a gamble at it, but the gamble, so far, has paid off. I think the development has been sound.

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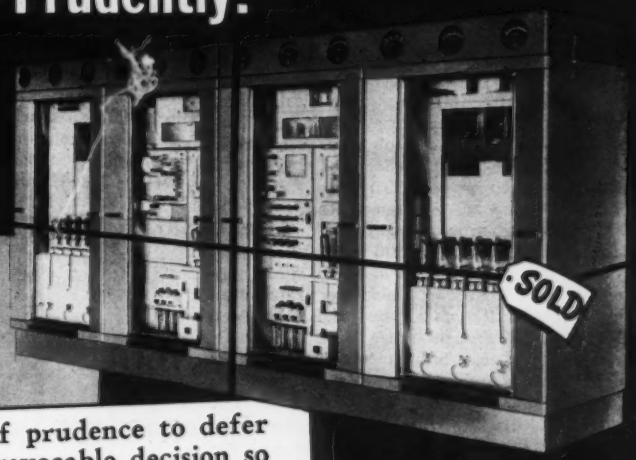

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— *George Washington*

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OUTSTANDING TUBE LIFE . . . MORE THAN 7,000 HOURS!

Field-proven Amperex AX9904R tubes have demonstrated lives in excess of 7,000 hours in the final amplifier stages of S-E high power transmitters. This domestically produced, air-cooled tube, has a silver plated radiator for better electrical contact. It costs only $210 . . . (about 3¢ an hour to operate). Also, with similar tube types used throughout the transmitter, investment in spares to meet FCC requirements is considerably reduced!

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$2,360,000 Assured Roach on Tv Films

HAL ROACH Studios has been guaranteed $2,360,000 from syndication companies on three of its tv film series that went into local market operation this year, it was reported last week by E. H. Goldstein, studio's vice president in charge of syndication. (See B•T INTERVIEW with Mr. Roach on page 52.)

Official Films has guaranteed Roach $1,260,000 for distribution rights to 126 *My Little Margie* films, and $450,000 for 130 *Trouble With Father (The Stu Erwin Show)* films. Interstate Television Corp. took over distribution of the *Public Defender* series and guaranteed Roach $650,000 for 69 films.

These three deals brought to 462 the number of half-hour Roach-produced films currently in syndication, according to Mr. Goldstein. The producer turned out 39 *Passport to Danger* films exclusively for ABC Film Syndication, and previously, a deal was concluded with ABC for the syndication of 98 *Racket Squad* epsiodes for a guarantee of $950,000. Mr. Goldstein said that the *Racket Squad* deal already has gone beyond its guarantee.

NTA Establishes Sales Div., Appoints Tabakin, Kaplan

ESTABLISHMENT by National Telefilm Assoc. of a national sales division to be headed by Bernard Tabakin was annuonced last week by Oliver A. Unger, executive vice president.

Mr. Tabakin, who will be responsible for sales to advertisers on a national basis, joined NTA's West Coast sales division two years ago. Previously he had headed the Hollywood division of MCA-TV. He will make his headquarters at NTA's Hollywood office.

Cy Kaplan, formerly an account executive with Television Programs of America, New York, has joined NTA's national sales division as eastern director. Mr. Kaplan also has served as midwest sales manager of World Broadcasting System and general sales manager of WGTH-TV Hartford, Conn.

film maker

A LIEUTENANT colonel in the U. S. Army at 29, Erwin H. Ezzes, vice president in charge of sales for Guild Films Co., New York, gives full credit to his "seven-year hitch" in the Army for his subsequent career in television.

It was during his tenure in London as secretary to the general staff of SHAEF that Mr. Ezzes became acquainted with Matthew Fox, then a warrant officer in public relations and later the guiding force of several tv film distribution and production companies. Mr. Fox, who already had won prominence in the motion picture field, recognized Mr. Ezzes' administrative skills and invited him to become an associate in various post-war tv film projects.

Mr. Ezzes' decision to embark upon a military career in 1938 (some years before Pearl Harbor and the military draft) was dictated by the economic conditions of the time. Born in New York in 1916 and educated at the New York Military Academy and the College of the City of New York, from which he was graduated in 1938, Mr. Ezzes elected to become a second lieutenant in the Army, rather than accept a $25-a-week job. That his military career was a distinguished one can be corroborated by the 13 decorations he earned, including the Croix de Guerre, the Legion of Merit and the Order of the British Empire.

Following his discharge from the Army in 1945, Mr. Ezzes joined Mr. Fox in the establishment of United World Films, which distributed 16 mm film to schools, churches and other groups, as well as tv. He served as vice president and sales manager of this company until 1950, when Mr. Fox extracted from United World the films suitable for tv and established Motion Pictures for Television. In the move, Flamingo Films and Associated Artists Productions became part of MPTV. Mr. Ezzes re-

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PROFITS!

He's a household word in Jackson's homes. They listen to Cass and they buy what he sells! Nobody . . . but NOBODY even comes close to his rating. He's tops by 3 to 1. Young or old, they all love Cass Kaid. No wonder his platter-patter is paying off for advertisers in this rich midwest market.

SAVE UP TO 15%

by using 2 or more of these powerful stations

Buy All 4 Stations . . . Save 15%
Buy Any 3 Stations . . . Save 10%
Buy Any 2 Stations . . . Save 5%

WKMH—Dearborn-Detroit
WKMF—Flint, Michigan
WKHM—Jackson, Michigan
WSAM—Saginaw, Michigan

Represented by HEADLEY-REED

Get the Jack out of Jackson on

WKHM

JACKSON, MICHIGAN

Fred A. Knorr, *President*
John O. Gilbert, *Managing Director*
Jackson Television & Broadcasting Corp.

KNORR Broadcasting Corp. Affiliate

Outstanding...

say the time buyers who know us best!*

*FOURTH IN A SERIES

WNHC

Channel 8 • Television

COVERS CONNECTICUT COMPLETELY

316,000 WATTS MAXIMUM POWER

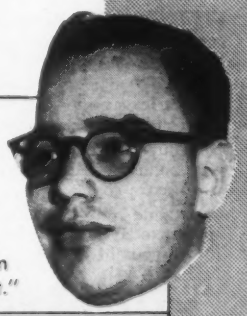
Pop. Served 3,564,150 - TV Homes 948,702

represented by the katz agency, inc.

Bill Kennedy
TED BATES, INC.
says . . .
"Good things happen when the spot or program campaign begins on WNHC-TV."

Howard Spokes
CUNNINGHAM & WALSH
says . . .
"WNHC-TV's cost-per-thousand viewers is one of the lowest in the country."

Dorothy Hanley
MacMANUS, JOHN & ADAMS
says . . .
"WNHC-TV is dominant by every method of audience measurement."



Pete Bardach
FOOT, CONE & BELDING
says . . .
"WNHC-TV is an outstanding station in sales & management."

mained with MPTV as vice president in charge of sales until early this year, when Guild Films assumed the tv exhibition contracts of MPTV feature films.

In his years with Mr. Fox and in his current association with Guild Films, Mr. Ezzes always has tried to accentuate what he calls "creative selling." He explains this by saying that a tv film distributor must create "a profitable programming need." As examples, he cited a sales approach in which stations were shown that a feature film may be programmed during the morning and afternoon as well as the evening and build audiences, provided that the program slant for the time period is appropriate. At Guild, he said, some 191 *Looney Tunes* cartoons have been sold to stations as one package on a library basis, with stations permitted to use them as often as they want. Guild supplies program formats. Mr. Ezzes observes that *Looney Tunes* currently has tv exhibition contracts of approximately $2 million.

Mr. Ezzes married the former Thelma Dunleavy in 1941. They have two children, Steven, 9, and James, 5. The family home is in Westport, Conn.

Mr. Ezzes is a do-it-yourself fan and particularly enjoys woodworking. His favorite sport is skiing. He is a member of the Radio & Television Executives Society, the Sales Executive Club and International Variety.

NCAA AGAIN PLANS LIMITED TV GRID FARE

Association's outgoing television committee votes for 'national television program' for 1956 in resolution to be offered at national convention in January.

THE NATIONAL Collegiate Athletic Assn. is seeking continued limitation of the nation's football television fare in 1956—for the fifth consecutive year.

The association has declared that the 1955 program "in general worked well and was satisfactory" in its various districts and that no adverse action by the U. S. Dept. of Justice is anticipated.

Work toward some form of national limitation of live grid telecasts was begun in Chicago last week by NCAA's present tv committee. It voted for a "national television program" for 1956 in a resolution to be submitted to the association's national convention in Los Angeles Jan. 9-11, at which time a new tv committee will be named.

If the resolution is adopted on the convention floor, a new tv committee will be appointed by the NCAA council to draft a plan subject to approval in a mail referendum of council members (by two-thirds majority of those voting.)

Under the resolution the new committee could prepare a national-regional plan similar to the one brought forth this year or one along different lines. The association will vote in January for the ninth consecutive time on whether "to retain the principle of controlled telecasting of collegiate football games." As in the past, the new tv committee will be urged to study possibilities of "delayed, subscription and closed TV."

Nine of the NCAA tv group's 12 members, headed by E. L. (Dick) Romney, Mountain States Athletic Conference, and including Walter Byers, executive secretary, attended the Chicago meetings Monday and Tuesday. The committee sifted reports from eight NCAA districts and worked on its report and recommendations for the 1956 convention.

Mr. Byers stressed that the committee's appraisal of the 1955 program is based on "preliminary information" and any final analysis would have to hinge on attendance figures and other reports. Thus far, however, the 1955 program seems to have been a "successful one," he said.

Mr. Byers denied that NCAA was beset with any "disputes" in the closing weeks of the football season, or that there were any evidences of widespread dissatisfaction with NCAA policy.

Antitrust aspects emerged during the news conference in reference to WJIM-TV Lansing's dispute with the NCAA. The station charged restraint of trade under the Sherman Act in a blackout of the Michigan State U.-Illinois game and submitted an exchange of correspondence to the Justice Dept. [B•T, Nov. 21.]

Asa Bushnell, Eastern College Athletic Conference and NCAA tv program director for 1955, claimed "all our plans have always been submitted to the Justice Dept. for study and the department hasn't taken any action." Mr. Byers said he felt NCAA's program was "less restrictive" than practices of the National Professional Football League (blacking out home telecasts) in the past.

Suggestions To Be Made

NCAA's outgoing television committee will pass along suggestions to the new group with respect to unauthorized pickups of NCAA games next year, Mr. Byers said. He alluded to the instance in which KRNT-TV Des Moines carried CBS-TV Big 10 regional coverage of the Iowa-Minnesota game Nov. 5. NCAA's Tv committee heard a report on the incident.

NCAA has referred the matter to legal counsel as a means of developing future "safeguards" against "pirating" rather than for the purpose of filing any lawsuit, Mr. Byers said, adding "we are not interested in suing anybody." The same holds true for CBS-TV's refusal to black out KVTV (TV) Sioux City on the Illinois-Wisconsin game Nov. 12 because of sponsor commitments, he added. Mr. Byers said the existing agreement with CBS-TV had been breached by the KRNT-TV incident and was no longer binding.

Permission was extended by NCAA under its "sellout game" and 90-mile radius rule provisions for nine contests this past season, Mr. Bushnell reported. Other requests were rejected, he added, under NCAA's "appreciable damage" rule. Mr. Bushnell said most athletic directors and coaches felt the 1955 national plan was "pretty successful." He added that arrangements calling for two-network coverage (NBC and CBS) also were "successful."

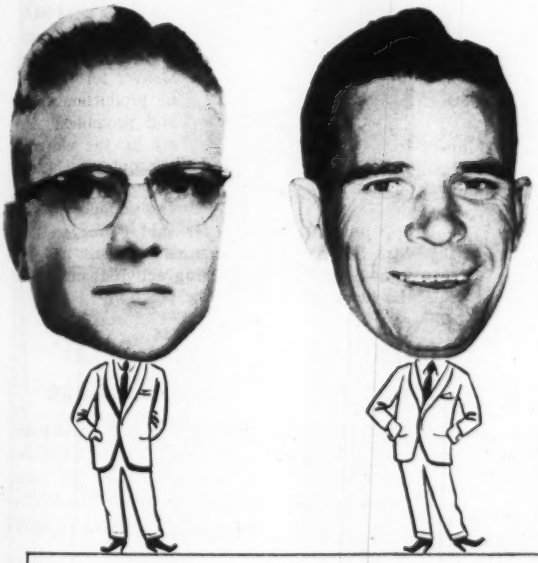
In response to a question, Mr. Byers denied claims that NCAA favors some form of subscription television as a solution to controlled football tv problems. He said the association has taken no official stand, one way or another, on toll tv.

Attending the meetings in Chicago were:
Dist. 2—Robert J. Kane, Cornell U.
Dist. 4—Douglas R. Mills, U. of Illinois.

SATELLITE LAUNCHED
...in Nebraska
KHOL - TV'S New Satellite Station, Built by Viewers' Funds, Gives You Bonus Coverage at No Extra Cost in Nebraska's 2nd Big Market
KHOL-TV and Satellite Station cover rich Central Nebraska—the State's 2nd Big Market.
KHOL-TV picks up where Omaha leaves off—you buy no duplicate coverage.
One buy on KHOL-TV gives you bonus Satellite coverage at no extra cost.
Investigate Nebraska's 2nd Big Market today—contact KHOL-TV or your Meeker representative.
SOUTH DAKOTA
YANKTON
SIOUX CITY
NEBRASKA
IOWA
OMAHA
LINCOLN
COLORADO
Satellite
KHOL-TV
KANSAS
KHOL-TV
Owned and Operated By
BI-STATES CO.
CBS • ABC
CHANNEL 13 • KEARNEY, NEBRASKA
Channel 6 Satellite Station,
Hayes Center, Nebr.
Represented nationally by Meeker TV, Inc.

The men who fill these boots...

REACH 88% OF OKLAHOMA'S FARM INCOME!



JACK STRATTON

WKY, WKY-TV Farm Director. Jack was born and raised on a farm and has had over fifteen years of experience in various phases of farming. Stratton has done considerable extension work and served for several years as a county agent before coming to WKY, WKY-TV. He is a man well qualified and well known in farming circles.

WESLEY TURNER

WKY, WKY-TV Associate Farm Director. Wesley, too, was born and raised on a farm, in fact he still owns and manages a 200 acre farm. Turner came to WKY, WKY-TV with 8½ years of vocational agriculture teaching experience, a background well suited to farm reporting.

Oklahoma farmers know these mud-caked boots and the men who wear them . . . and they know them personally. WKY and WKY-TV Farm Reporters wear these boots and with them they wear the honor of being "personal friends" with the most important share of Oklahoma's rural population. These friendships were won by our Farmer Reporters, not only through their radio and TV Farm Programs, but from meeting and talking to the farmer on his "home ground."

WKY and WKY-TV Farm Reporters travel more than 60,000 miles each year . . . make over 300 personal appearances . . . and spend countless hours "just visitin' with farmers."

These "circuit riding" trips pay dividends with a devoted and ever-growing audience for WKY and WKY-TV's Farm Programs. Programs that reach the people who make 88% of Oklahoma's farm income. A vast, fertile audience that is "sold" on WKY and WKY-TV. These Oklahoma farmers can be "sold" on your product, too . . . if you take advantage of the "personal" friendliness that they have for WKY, WKY-TV and their farm reporters.

AGRICULTURE IS OKLAHOMA'S NO. 1 INDUSTRY!

WKY RADIO DIAL 930 WKY-TV CHANNEL 4

OKLAHOMA CITY

Owned and Operated by The Oklahoma Publishing Company:
The Daily Oklahoman, Oklahoma City Times, WSFA, WSFA-TV, The Farmer-Stockman
Represented by The Katz Agency

Dist. 5—Earl S. Fullbrook, U. of Nebraska.

Dist. 7—E. L. Romney, Mountain States Athletic Conf. (Chairman.)

Dist. 8—Harvey Cassill, U. of Washington.

Small Colleges (East) — J. Shober Barr, Franklin and Marshall College.

Small Colleges (West)—Theodore Harder, Santa Barbara College.

At-Large—Asa S. Bushnell, Eastern College Athletic Conference.

At Large—Walter Byers, NCAA executive secretary.

Engineers Study Papers

PROPOSED papers for the 10th annual Broadcast Engineering Conference to be held April 16-18 during the NARTB convention at the Conrad Hilton Hotel, Chicago, were reviewed Wednesday at a meeting of the NARTB Engineering Committee's conference program group.

Willard J. Purcell, WGY Schenectady, presided at the group session, held in Washington.

Others attending were E. K. Jett, WMAR-TV Baltimore, convention liaison; Raymond F. Guy, NBC; Phil Hedrick, WSJS Winston-Salem, N. C.; Frank Marx, ABC; C. G. Nopper, WMAR-TV Baltimore; Orrin W. Towner, WHAS Louisville; George Hagerty, Westinghouse Broadcasting Co.; A. Prose Walker, NARTB engineering manager; C. E. Arney Jr., NARTB secretary-treasurer; George W. Bartlett, assistant to Mr. Walker, and John F. Meagher, NARTB radio vice president.

Money-
back
guarantee
BROADCASTING
TELECASTING
1956
BROADCASTING YEARBOOK MARKETBOOK
If you send us copy before December 9, we guarantee to get your advertisement in the appropriate section of the Broadcasting (radio) Yearbook. No other 22nd consecutive issue of the Yearbook can make that promise!

New NARTB Units Begin Meeting Series

SERIES of meetings will be held during December and January by newly appointed NARTB committees. Starting off the series was the Insurance Committee which met last Tuesday in Washington.

Plans for a group life insurance program covering employes of radio and tv stations belonging to NARTB will be submitted to the association's board at its February meeting, according to Gilmore N. Nunn, WLAP Lexington, Ky., Insurance Committee chairman.

Attending the meeting besides Chairman Nunn were Carl J. Burkland, WAVY Portsmouth, Va.; Roger W. Clipp, WFIL Philadelphia; Robert W. Ferguson, WTRF-TV Wheeling, W. Va.; C. T. Lucy, WRVA Richmond, Va., and Robert T. Mason, WMRN Marion, Ohio. Taking part for NARTB were President Harold E. Fellows; John F. Meagher, radio vice president; Thad H. Brown Jr., tv vice president: Richard M. Allerton, research manager; Robert L. Heald, chief attorney; Joseph M. Sitrick, publicity-information manager, and Howard H. Bell, assistant to the president.

NARTB meetings scheduled during the next two months follow:

Dec. 6—Am Committee, Washington; Grover C. Cobb, KVGB Great Bend, Kan., chairman.

Dec. 7—Community Antenna Committee, Washington; William Fay, WHAM-TV Rochester, chairman.

Dec. 8—Membership Committee, Washington; J. Frank Jarman, WDNC Durham, N. C., and Kenneth Carter, WAAM (TV) Baltimore, co-chairmen.

Dec. 13—Sports Committee, Waldorf-Astoria, New York; George J. Higgins, KMBC-AM-TV Kansas City, chairman.

Dec. 16—Tv Viewer Reaction Committee, Washington; Ward Quaal, WLWT (TV) Cincinnati, chairman.

Jan. 5—Television Information Committee, Washington; Jack Harris, KPRC-TV Houston, chairman.

Jan. 10—Employe-Employer Relations Committee, Washington; Leslie C. Johnson, WHBF Rock Island, Ill., chairman.

Jan. 12—Tv Film Committee, Washington; Harold P. See, KRON-TV San Francisco, chairman.

Jan. 12-13—Radio Standards of Practice Committee, Washington; Walter E. Wagstaff, KIDO-TV Boise, Idaho, chairman.

Jan. 26-27—NARTB Tv Code Review Board, San Francisco.

Jan. 30-31—NARTB board committees, San Marcos Hotel, Chandler, Ariz.

Feb. 1-3—NARTB combined boards, San Marcos Hotel, Chandler, Ariz.

Frank Corbett Elected Head Of Tenn. Broadcasters Assn.

FRANK CORBETT, WGAP Maryville, was elected president of Tennessee Assn. of Broadcasters at its meeting last week in Memphis. He succeeds Henry W. Slavick, WMC Memphis.

Other officers elected were Carter Parham, WDEF-AM-TV Chattanooga, vice president and Jim Dick, WIVK Knoxville, secretary-treasurer. Elected directors were Mr. Slavick; Arthur Smith, WMTS Murfreesboro, and Irving Waugh, WSM Nashville.

Radio management is cashing in on the medium's forte—immediacy, economy and community service—and concentrating on local business, Ray V. Hamilton, partner in the Blackburn-Hamilton Co. brokerage firm, told the meeting. He traced radio's present economic health to this type of alert management.

"It is interesting to note that radio's re-emphasis on local markets in the last couple of years is beginning to again attract the attention of national and spot advertisers," he said, adding his belief that the depressed radio values of the early tv era have passed.

Mr. Hamilton said that in every community there is "a vast resource of goodwill which may be obtained by any radio or tv station willing to work for it."

Colorado Broadcasters Name Stepp First Exec. Secretary

T. ELLSWORTH STEPP, U. of Colorado radio-tv director, has been named as the first executive secretary of the Colorado Broadcasters & Telecasters Assn., according to Elwood Meyer, KYOU Greeley, CBTA president. Mr. Stepp had been with KOA Denver for 10 years in production, sales and promotion. He set up the university's radio production department in 1947. In announcing the appointment, Mr. Meyer said, "We feel that Mr. Stepp's close personal contacts and his knowledge of broadcasting activities make him the ideal selection for the position."

MR. STEPP

RETMA Head Asks Relief For Acute Nickel Shortage

RELIEF measures for the critical nickel shortage that threatens to curtail output of receiving tubes was asked Thursday by H. Leslie Hoffman, president of Radio-Electronics-Tv Mfrs. Assn. in a letter to Sinclair Weeks, Secretary of Commerce.

Unless more nickel becomes available, Mr. Hoffman declared, "a severe cutback" can be expected in production of electronic equipment using receiving tubes. He submitted a report outlining the electronic industry's nickel requirements and describing techniques devised to save the metal through use of substitutes. He listed 1956 nickel requirements of the tube industry at 262,000 pounds a month and observed that the figure would be 600,000 pounds had it not been for ingenious conservation techniques. Demand for electronics equipment continues to expand, he said, particularly in the military field.

WTAM Host to RAB Clinic

WTAM Cleveland was host Wednesday to a northern Ohio sales clinic of the Radio Advertising Bureau Inc., attended by 60 persons. The clinic was conducted by RAB President Kevin B. Sweeney, who was introduced to the group attending the clinic by WTAM Sales Manager Harold W. Waddell.

450% Increase in Sales*

for

HANOVER CANNED FOODS

with the SATURATED USE of

WCAE, WJAS and KQV RADIO

PITTSBURGH!

HANOVER CANNING COMPANY

Growers and Packers of Pennsylvania GUEST QUALITY *Foods*

HANOVER PA.

November 11, 1955

Mr. Ed Walpert
Arndt, Preston, Chapin, Lamb & Keen, Inc.
160 North 15th Street
Philadelphia, Pennsylvania

Dear Ed:

In response to your inquiry about one of our test markets on saturated use of radio, I have just completed tabulating sales figures for Pittsburgh, Pennsylvania.

We have shown an outstanding increase in shipments of September, 1955, over same period in 1954. We show a 450% increase in sales.

The use of KQV, WJAS and WCAE radio was a wise choice. I have never seen such all-out cooperation on the part of any r stations in my years in this business.

When you write these stations, give them my sincere th for an outstanding job.

Sincerely,

George Lawrence
Sales Manager

GL:c

ARNDT · PRESTON · CHAPIN · LAMB & KEEN · INC

160 NORTH FIFTEENTH STREET · PHILADELPHIA 2 · PENNSYLVANIA

AFFILIATED AGENCIES IN PRINCIPAL CITIES

ADVERTISING

General Managers
Stations KQV, WCAE, WJAS
Pittsburgh, Pennsylvania

November 14, 1955

Gentlemen:

The rumors you've heard are true!

It has been my intention to write you sooner. Here are the facts:

During the month of September 1955, Hanover Brand Canned Vegetables showed a 450% increase in sales over September last year in the Pittsburgh market.

We have always felt that a quality product will sell -- if enough people know about it.

We feel that aside from the excellent work done by our Hanover Broker -- Jack Ward Company of Pittsburgh -- the teamwork of your radio stations, the excellent selling radio personalities, the in-store merchandising and the unusual situation of local radio stations working together to achieve the end result -- a 450% increase in sales -- are responsible for a large portion of our success in your market.

You have proven to our client that saturated radio will work in Pittsburgh.

Congratulations, KQV, WCAE, WJAS, for a job well done.

Sincerely,

Ed Walpert
Account Manager

P. S. I have been informed that October and November sales are terrific.

MEMBER OF CONTINENTAL ADVERTISING AGENCY NETWORK

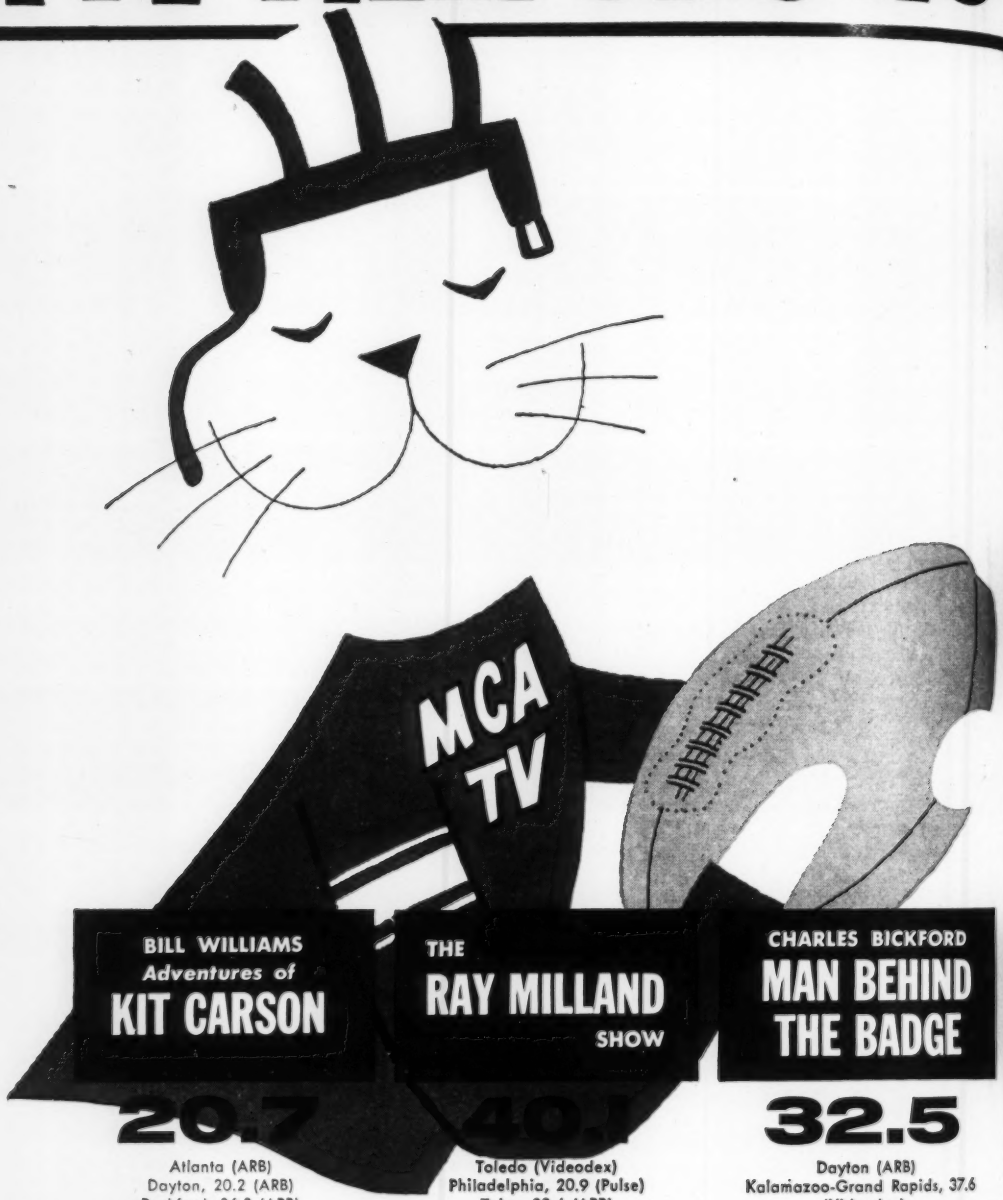
* September, 1955 Over September, 1954
in the "test" Pittsburgh Market

WJAS WCAE KQV

H-R Reps. The Katz Agency Paul H. Raymer Co.

WHAT WE DID FOR HANOVER, RADIO CAN DO FOR YOU—at moderate cost!

MCA TV FILM SHOWS



BILL WILLIAMS
Adventures of
KIT CARSON

20.7

Atlanta (ARB)
Dayton, 20.2 (ARB)
Rockford, 26.2 (ARB)

THE
RAY MILLAND
SHOW

40.1

Toledo (Videodex)
Philadelphia, 20.9 (Pulse)
Tulsa, 23.4 (ARB)

CHARLES BICKFORD
MAN BEHIND THE BADGE

32.5

Dayton (ARB)
Kalamazoo-Grand Rapids, 37.6 (Videodex)
Birmingham, 28.3 (Pulse)

A show for
every product . . .
every market . . .
every budget!

S SCORE AGAIN!

GUY LOMBARDO
AND HIS
ROYAL CANADIANS

30.8

Birmingham (Pulse)
Pittsburgh, 40.9 (Videodex)
Shreveport, 29.4 (ARB)

JOHN HOWARD
DR. HUDSON'S SECRET JOURNAL

34.4

Pittsburgh (ARB)
St. Louis, 28.7 (Videodex)
Buffalo, 26.4 (Videodex)

FIRST CHOICE FOR ALL AMERICA!

Choose your rating service — ARB, Pulse, Videodex. One thing you'll find they all have in common: Film shows syndicated by MCA TV are top-rated* everywhere. Big audiences that spell big sales for you!

*September-October, 1955, ratings are shown.

WESTERN FEATURES STARRING
GENE AUTRY

21.9

Phoenix (ARB)
Columbus, Sat. AM, 12.9 (ARB)
Indianapolis, Sat. AM, 11.6 (ARB)

WESTERN FEATURES STARRING
ROY ROGERS

22.2

Phoenix (ARB)
Boston, Sat. aft., 13.9 (ARB)
Houston, Sat. Noon, 14.9 (ARB)

For both Western features: 27.1 weekly cumulative rating in L. A. Lowest cost per 1000 homes per comm'l minute in TV film programming—42 cents!

PRESTON FOSTER
WATERFRONT

40.5

Charlotte (Pulse)
San Francisco, 21.4 (ARB)
Toledo, 36.4 (Videodex)

FAMOUS PLAYHOUSE

45.8

New Orleans (Pulse)
Dallas-Ft.Worth, 26.0 (Videodex)
Atlanta, 16.6 (ARB)

PAUL HARTMAN
PRIDE OF THE FAMILY

44.2

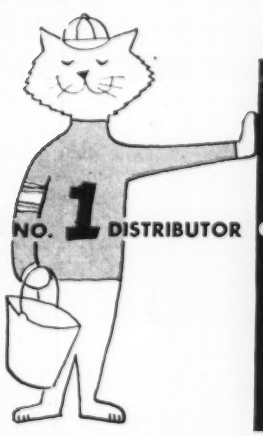
Norfolk (ARB)
Kalamazoo-Grand Rapids, 26.0 (Videodex)
Toledo, 18.8 (Videodex)

new show—pre-syndication network ratings shown

ROD CAMERON
CITY DETECTIVE

36.2

Buffalo (Pulse)
Columbus, 22.7 (ARB)
New Orleans, 39.0 (Pulse)



MCA TV
Film Syndication

AMERICA'S NO. 1 DISTRIBUTOR OF TELEVISION FILM PROGRAMS

Phone, wire or write your MCA TV office for your audition print today!

Serving you with 30 offices in principal cities

Sales Methods Studied At NATRFD Convention

Farm directors' Chicago meeting surveys methods to keep sponsors happy, gain new ones and sets up visual promotion designed to tell farm radio's story. Clay tells delegates to limit sales promotion to development of aids for use in farm broadcasting.

AWARE of the need for better means of presenting the farm broadcasting story in terms of results for advertising dollars, the National Assn. of Television & Radio Farm Directors canvassed sales techniques for winning new sponsors and keeping the old ones happy at the 12th annual NATRFD convention in Chicago's Conrad Hilton Hotel, Nov. 25-27.

Retiring President Frank Atwood, WTIC Hartford, Conn., in his keynote address noted that some advertisers have left radio-tv for printed media while others have jumped on the broadcasting bandwagon.

The need was apparent when 250 active and associate members present voted for NATRFD to set the wheels in motion for a visual presentation designed to tell farm radio's story and the assembling of data for farm tv as well. The association also allocated $1,000 for initial work on the projects, expected to provide Radio Adv. Bureau with more sales promotion ammunition to shoot at advertisers and their agencies. RAB was cited by Mr. Atwood for consenting to launch preliminary work on farm radio presentations, along with Station Representatives Assn.

Presentations Initiated

Decision to initiate presentations to boost the farm story followed prolonged discussions by NATRFD's executive committee over whether television should be included with the aural medium [AT DEADLINE, Nov. 28]. The action recognized that, in some instances involving major advertisers, there was a shortage of data at the disposal of agencies.

Executive and other committee meetings dominated opening day sessions Nov. 25, along with general panel discussions for new NATRFD members.

After business sessions Nov. 26, Hollis Seavey, Clear Channel Broadcasting Service, Washington, D. C., explained mechanics of recording and filming. Henry B. Clay, executive vice president and general manager, KWKH Shreveport, La., addressed the luncheon meeting (the convention's only outside speaker) on "Management Looks Us Over." Mr. Clay, also chairman of the NARTB Radio Board, noted that agriculture is within the coverage range of nearly all radio-tv stations. He explored sales promotion, competing accounts, service to advertisers and NARTB relations.

Mr. Clay felt the practice of radio farm directors handling commercials, while limiting the station's ability to acquire other accounts, "pays off for all concerned through a higher product sales level and likewise in 'renewals' in the long run. In general, he believes, farm directors and salesmen should handle their own sales promotion responsibilities.

NATRFD probably "should confine its sales promotion programs to the development of vital aids to be used by others in selling farm broadcasting," he asserted. Beyond that stage would require additional funds and duplication of station support on such projects, he said.

He also told delegates that NATRFD representatives at NARTB regional meetings did more to "cement" good relations with the national organization "than any other single act." A panel discussion of NARTB relations also took place in closing-day sessions. Earlier, Mr. Atwood described NATRFD participation in NARTB regional meets as 1955's "most significant event" for NATRFD.

Presentation of farm safety awards by the National Safety Council at a luncheon (see separate story) and talks on market reporting, commercials and U. S. Dept. of Agriculture services closed the formal meetings Nov. 27, followed by the annual banquet. Phil Alampi, WRCA New York, won the American Farm Bureau award, with Maynard Bertsch, WLS Chicago, and Bob Miller, WLW Cincinnati, receiving honorable mentions.

New officers elected at the Chicago convention, held concurrently with the International Livestock Exposition and 4-H Congress, were John McDonald, WSM Nashville, Tenn., president, succeeding Mr. Atwood; Jack Timmons, KWKH Shreveport, La., vice president; Dix Harper, WLS Chicago, secretary-treasurer; Herb Plambeck, WHO Des Moines, Iowa, historian (re-elected), and Wes Seyler, WIBW Topeka, Kan., editor of *Chats*, NATRFD organ.

RETMA Suggests Changes In Trade Commission Rules

SUGGESTED AMENDMENTS to two trade practice rules for the radio and television industry, which are to become effective Dec. 28, have been filed with the Federal Trade Commission by the Radio-Electronics-Television Mfrs. Assn.

RETMA's petition dealt with rules relating to measurement of tv screen sizes and to the "universal industry practice of re-using the outside container or envelope" in the manufacture of picture tubes.

The association said "that as promulgated by the FTC the rule offers 'perhaps 20 different methods of measurement' as opposed to one standard system of screen size designation now used by the industry."

In regard to the FTC contention that tubes containing repossessed glass should be marked "used" RETMA contends "there is no difference in the quality of picture tubes with re-used containers if both have all new functional parts and if both have been subjected to the same manufacturing processes and standards." Customer reluctance to purchase tubes so marked, RETMA said, would lead to higher tube prices.

Edward Thomas New Head Of NAM Public Relations

EDWARD F. THOMAS, vice president and public relations supervisor at J. Walter Thompson Co., New York, has been appointed vice president in charge of public relations of the National Assn. of Manufacturers, NAM Managing Director Kenneth R. Miller announced Thursday. Mr. Thomas succeeds John T. Thacher, who resigned last August.

Before he joined J. Walter Thompson in June 1954, Mr. Thomas held a similar position with Geyer Inc. and was associated for some time with Carl Byoir Assoc. In 1951-52, Mr. Thomas was public relations consultant in the office of the Defense Secretary in Washington and also was assigned to the U. S. foreign military aid program.

Here's Your Man!

FOR SELLING THE SMALL-FRY AUDIENCE IN DENVER
Sheriff Scotty . . . some of his advertisers have been with him since KLZ-TV went on the air . . . because his is Denver's top-rated multi weekly program—consistently . . . **And** because he's the salesdarndest merchandiser with success stories to prove it.

Ask your Katz man for the first available time.

CBS Television in Denver
KLZ TV Channel 7
Denver's Highest Powered Television Station

Holiday Gift Suggestions

What more appropriate gift than the gift of business knowledge, of latest news and events in radio-tv—spot news and exclusive how-to features—brightly wrapped into one complete weekly report.

BROADCASTING • TELECASTING is THAT gift. Wind up your holiday shopping now by listing your staff, clients, friends, associates on the attached.

Each gift to be announced with a full color card. The first issue will start December 26—and continue every Monday throughout 1956.

ONE FOR 7 DOLLARS

name _____ title _____

company _____

street _____

city _____ zone _____ state _____

Sign gift card _____

TWO FOR 13 DOLLARS

name _____ title _____

company _____

street _____

city _____ zone _____ state _____

Sign gift card _____

THREE FOR 19 DOLLARS

name _____ title _____

company _____

street _____

city _____ zone _____ state _____

Sign gift card _____

FOUR FOR 25 DOLLARS

name _____ title _____

company _____

street _____

city _____ zone _____ state _____

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REDUCED RATES GOOD ONLY THROUGH DECEMBER 1955

COMPARATIVE NETWORK AM SHOWSHEET

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SUNDAY

	ABC	CBS	MBS	NBC
6:00 PM	First 5 Texaco Monday Morning Headlines	**Wm. Wrigley Gene Autry (191) R	TWA Walter Winchell	Meet the Press
6:15	Lifeline Living	Wrigley News	Sosman Bros. Tomorrow's Front Page Headlines	
6:30	The Evening Comes	Liggett & Myers Gunsmoke (195)	Mutual Bennett Bob Considine	
6:45		News	Lee Paul	
7:00	Show Time Review S	News Analysis	All Star Sports Time	
7:15	George Sokolsky	Philip Morris Edgar Bergen Show (198)		
7:30	Valentino			
7:45	Henry Mills Travel Talk S			
8:00	Co-op America's Town Meeting	News	Stand By Round the World	Monitor •
8:15		Toni Our Miss Brooks (296)		
8:30		P. Lorillard Two For The Money (298)		
8:45				
9:00	Paul Harvey (Burton-Dixie)	News		
9:15	Quincy Howe S	Mitch Miller Show S	Manion Forum Dean Clarence Manion	
9:30	Sammy Kaye			
9:45		Sports	Co-op Keep Healthy	
10:00	Overseas Assignment S	News	Billy Graham Evangelist Assn. Hour of Decision	
10:15	Dick Hayes Sings	Face the Nation		
10:30	The Assemblies of God ("Revival Time")	Church of the Air S	Little Symphonies	American Forum
10:45				
11:00	Moods in Melody	News	Repeat of Billy Graham Hour of Decision	Monitor •
11:15 PM		U.N. Report		

MONDAY

	ABC	CBS	MBS	NBC
	Not in Service	Metro. Life Ins. Allan Jackson (29)	Stand by With Bob & Ray	No Network Service
	Budweiser Bill Stern	No Service	Lee Paul	Sun Oil & Co-op 3-Star Extra (34)
	No Service	Dolso Battries Lowell Thomas (198) R	General Sports Kraft News	Alex Drier Man on the Go Co-op
	Vandercook CIO	Longines News	Co-op Fulton Lewis, Jr.	No Network Service
	Co-op Quincy Howe	Tennessee Ernie S (121)	Amer.'s Business Dinner Date	Miles Labs. News of World (188)
	Events of the Day	Bing Crosby	American Home Prod. Gabriel Heatter	One Man's Family ••••
	Mayflower News	Am. Oil Ed. R. Murrow (89)	Lee Paul Special Edition	Gen. Motors Henry J. Taylor
	The World & You	My Son Jeep	True Detective Mysteries •	Boston Symphony Orchestra
	News S	Yours Truly Johnny Dollar		
	Voice of Firestone	Lipton & Toni (alt. wks.) Godfrey Talent Scouts (171) R	John Steele	
	Sound Mirror	Vicoray News	Esso Reporter Jackson Browning Jax World of Sptz	Bell Telephone Telephone Hour (185) R
	ABC News	Jack Carson Show S	Behind the Iron Curtain	
	Offbeat	Kools Amos 'n' Andy Music Hall (294)	Reporters' Roundup	Cities Service Band of America (113)
	News	Chevrolet News		
	AFL Edw. Morgan News		Virgil Pinkley	Fibber McGee & Molly ••••••
	How To Fix It Co-op	Dance Orchestra	Dance Orchestra	B&W News
	News		Dick La Salle's Orchestra	Heart of the News
	Martha Lou Hary			TBA
	Songs by Dini	News Analysis	Mutual Reports The News	No Network Service
	Sports Report S	Dance Orchestra	U N Radio Review	News of the World Morgan Beatty

TUESDAY

	ABC	CBS	MBS	NBC
	Not in Service	Metro. Life Ins. Allan Jackson (29)	Stand by with Bob & Ray	No Network Service
	All State Budweiser Bill Stern	No Service	Lee Paul	Sun Oil & Co-op 3-Star Extra (34)
	No Service	Dolso Battries Lowell Thomas (199)	General Sports Kraft News	Alex Drier Man on the Go Co-op
	Vandercook CIO	Longines News	Fulton Lewis Jr.	No Network Service
	Co-op Quincy Howe	Tennessee Ernie (121)	Amer.'s Business Dinner Date	Miles Labs. News of World (188)
	Events of the Day	P. Morris Hallmark Bing Crosby (294 R)	Gabriel Heatter	One Man's Family ••••
	Mayflower News	Ed. R. Murrow S	Coca-Cola Co. The Eddie Fisher Show (245)	
	The World & You	My Son Jeep	Treasury Agent •	People Are Funny Net Work Participations only
	News S	Yours Truly Johnny Dollar		
	Red Benson's Hideaway	Suspense	Broadway Cop	Dragnet Network Part. Only
	Admiral News	News	Esso Reporter Jackson Browning Jax World of Sptz	News
	Sound Mirror	Jack Carson Show S	This is Civil Defense	Radio Theatre Participations Biographies On Sound Participations
	ABC News	Kools Amos 'n' Andy Music Hall (294)	The Army Hour	
	Offbeat	Chevrolet News		
	News	Revlon $64,000 Question (294)	Virgil Pinkley	Fibber McGee & Molly ••••••
	AFL Edw. Morgan News		(Co-op) Man's Corner	News
	How To Fix It Co-op			Joseph C. Harsch
	News	Dance Orchestra	Dance Time	Nightlife with Nordine
	Take Thirty S			
	Singing with the Stars	News Analysis	Mutual Reports The News	No Network Service
	Sports Report S	Dance Orchestra	U N Radio Review	News of the World Morgan Beatty

SUNDAY

	ABC	CBS	MBS	NBC
9:00 AM	ABC News	News S	Dr. Wyatt Wings of Healing (306)	World News Round-Up Co-op
9:15	Great Moments of Great Composers	Music Room		Monitor •
9:30	Prophecy, Inc. Voice of Prophecy (99)	Church of the Air	Christian Rel. Church Back to God (268)	
9:45		Chev. News		Monitor Art of Living
10:00	Message of Israel •	Invitation To Learning S	Radio Bible Class (291)	National Radio Pulpit
10:15				
10:30	Negro College Choirs S	Leading Question S	Voice of Prophecy (307)	
10:45				
11:00	Sunday Melodies	News	Down Bible Frank & Ernest (303)	
11:15	Marines in Review	E. Power Biggs S	First Church How Christian Science Heals	
11:30	The Christian In Action S	Salt Lake City Tabernacle S	Northwestern U. Review S	
11:45				
12:00 N	No Net Service	Chevrolet News Washington Week S	As I See It Frank Kirkpatrick	
12:15 PM		World Affairs Report S		
12:30	The World Tomorrow Radio Church of God	Guy Lombardo Orchestra S	Bill Cunningham Co-op	The Eternal Light
12:45			First Church How Christian Science Heals	
1:00	Churches of Christ Herald of Truth (198)	F. W. Woolworth 1-2 p m Woolworth Hour (298)	Lee Paul Basil Heatter	Monitor •
1:15			Co-op Merry Mailman	

MONDAY - FRIDAY

	ABC	CBS	MBS	NBC
	Breakfast Club Beltone Bristol-Myers Union Frigidaire Pharmaceutical General Foods Glamorene Drackett Sandura	Co-op News	Co-op Robt. Hurleigh	No Network Service
			Easy Does It	
		No Service	Cecil Brown Real News of the Morning Johnny Olson Show	
	Sterling MWF My True Story		Co-op Cecil Brown	**M. M. McBride Doeskin Co. Dr. N. V. Peale
	Carnation Whispering Streets (224)		Guest Time M-T-Th-F	
	Carter When A Girl Marries (165)	Arthur Godfrey ††	Kraft News	
	TBA		Johnny Olson Show	Weekday •••
	MWF Pharmaco Companion S		Kraft News	
	Paging The Nun S		Story Time	
	Albert L. Warner News S	Coastal Baking Make Up Your Mind (58)		
	Your Neighbors Voice S	Wrigley Howard Miller (145)	Queen for a Day P. Lorillard (551)	Miles Fibber McGee & Molly
	Valentino	Bishop, Geo. Fox. (195) Woody Warren	Kraft News	
	Luncheon at Astor	Backstage Wife	L. Higbie	
	Sunshine Boys	Tues MWF Helen Trent (157)	Here's Hollywood	
	How To Fix It		Jean Shepherd Show	Weekday •••
	No Network Service	Our Gal Sunday S	No Service	
	Co-op Paul Harvey	P&G Ivory Road of Life (131)	Co-op Cedric Foster	
	Co-op Ted Malone	P&G Oxydol Ma Perkins (182)	Footnotes to History	
			Health	

SATURDAY

	ABC	CBS	MBS	NBC
	Co-op No School Today	Co-op News	No Network Service	8 a.m. Through Midnight Sunday Monitor •
		Farm News		
		St. Louis Melodies		
		Garden Gate		
	(10-10:30) Table Products Inc.	Chev., A. Jackson		
		Galen Drake S		
		Father John's Medicine	Good News (Religious)	
	Muppets and Melodies	Calmer S	Conference Call	
	ABC News	Robt. Q. Lewis (185) S	Lucky Pierre Show	
	The Inner Circle			
	All-League Clubhouse S		Philco Corp Phonorama Time	
	ABC News	Milner	Les Paul	
	How To Fix It	Chev., A. Jackson	Tex Fletcher's Wagon Train	Allis-Chalmers National Farm & Home Hour (Eastern Stand. Stations Only)
	101 Ranch Boys S	Romance S		
	American Farmer S	Liggett & Myers Gunsmoke (195)	Fifth Army Band	Monitor •
	ABC News	Chev., A. Jackson	Basil Heatter	
	Navy Hour S	City Hospital		Chalmers Home Hour (Central Sta's)

1:30 PM	
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5:45 PM	

FOR DECEMBER 1955

THURSDAY

	ABC	CBS	MBS	NBC
6:00 PM	Not in Service	Metro.Life Ins. Allan Jackson (29)	Stand by With Bob & Ray	No Network Service
6:15		No Service		
6:30	Budweiser Bill Stern		Los Paul	Sun Oil & Co-op 3-Star Extra (34)
6:45	No Service	Dolce Sattries Lowell Thomas (199)	General Sports Kraft News	Alex Drier Man on the Go Co-op
7:00	Vandercook CIO	Longines News	Fulton Lewis Jr.	No Network Service
7:15	Co-op Quincy Howe	CBS-Columbia (294) R Tenn. Ernie (294)	Amer.'s Business Dinner Date	Miles Labs News of World (168)
7:30	Events of the Day	P. Morris Hallmark Bing Crosby	Amer. Home Gabriel Heatter	One Man's Family ****
7:45	Mayflower News	Ed. R. Murrow S (89)	Coca-Cola Co. Eddie Fisher Show	News
8:00	The World & You	My Son Jeep	Official Detective *	The Great Gildersleeve Network-local participations
8:15	News S	Yours Truly Johnny Dollar		
8:30	Your Better Tomorrow	Bristol-Myers Arthur Godfrey Digest (290) R	Crime Fighters	The Goon Show
8:45	Mayflower News	News S	Esso Reporter Jackson Browing Jax World of Sptz	
9:00	Sound Mirror	Jack Carson Show S	The Book Hunter	American Adventure
9:15	News S			
9:30	Offbeat	Kools Amos 'n' Andy Music Hall (294)	Co-op State of the Nation	Conversation
9:45	ABC News	Chevrolet News	Virgil Pinkley	Fibber McGee & Molly *******
10:00	AFL Edw. Morgan News	Dance Orchestra	Hero's Hayes	News
10:15	How To Fix It Co-op			Carling Cons. Club
10:30	ABC News		Music for You	Jane Pickens Show
10:45	Front & Center			
11:00	Singing with the Stars	News Analysis	Mutual Reports The News	No Network Service
11:15 PM	Sports Report S	Dance Orchestra	UN Radio Review	News of the World Morgan Beatty

FRIDAY

	ABC	CBS	MBS	NBC
6:00 PM	Not in Service	Metro. Life Ins. Allan Jackson (29)	Stand by With Bob & Ray	No Network Service
6:15		U.N. on the Record S		Richard Harkness Co-op
6:30	Budweiser Bill Stern		Los Paul	No network Service
6:45	No Service	Dolce Sattries Lowell Thomas (199)	General Sports Kraft Five Star	Sun Oil Co-op 3-Star Extra (34)
7:00	Vandercook CIO	Longines News	Fulton Lewis Jr.	Alex Drier Man on the Go Co-op
7:15	Co-op Quincy Howe	Philip Morris Tennessee Ernie (294)	Amer.'s Business Dinner Date	No Network Service
7:30	Events of the Day	Bing Crosby	Amer. Home Gabriel Heatter	Miles Labs News of World (168)
7:45	Mayflower News	Am. Oil Ed. R. Murrow (89)	Los Paul Special Edition	One Man's Family ****
8:00	The World & You	My Son Jeep	Countarpy *	News
8:15	News S	Yours Truly Johnny Dollar		National Radio Fan Club
8:30	Red Benson's Hideaway	21st Precinct S	Co-op City Editor	
8:45	Mayflower News	Viceroy News	Esso Reporter Jackson Browing Jax World of Sptz	NBC Job Clinic
9:00	Sound Mirror	Jack Carson Show S	American Travel Guide	Fan Club-Network & local participations
9:15	News S			
9:30	Offbeat	Amos 'n' Andy Music Hall (294)	Musical Caravan	
9:45	Anahist News	Chevrolet News	Virgil Pinkley	News
10:00	AFL Edw Morgan News	Norman Hickman		Offlotte Boxing
10:15	How To Fix It Co-op	Dance Orchestra	Hero's Hayes	Sports Digest
10:30	ABC News		London Studio Melodies	Fibber McGee & Molly ****
10:45	Indoors Unlimited			Sports Highlights
11:00	Songs By Dini	News Analysis	Mutual Reports The News	Time to Come
11:15 PM	Sports Report	Dance Orchestra	UN Radio Review	No Network Service
				News of the World Morgan Beatty

SATURDAY

	ABC	CBS	MBS	NBC
6:00 PM	Pan American Union	Make Way for Youth	John T. Flynn	
6:15			Les Paul	
6:30	Co-op Sports Khaled	Young Ideas Fred Robbins	Airmen of Note	
6:45	Co-op Sports Allaid With Bob Edge		Report from Washington	
7:00	At Esso	Longines News	Jax World of Sports With Bob Nise	
7:15	Overseas Assignment	Juke Box Jury	Pop the Question	
7:30	As We See It (CIO)			
7:45	This Week in Washington		Magic of Music	Monitor *
8:00	ABC News	Chevrolet News		
8:15		Saturday Night Country Style	Musical Wheel of Chance	
8:30			Quaker City Capers	
8:45	Dancing Party S	Viceroy News		
9:00		Philadelphia Orchestra	I Ask You	
9:15				
9:30			Lombardoland U.S.A. S	R. J. Reynolds & Co-op Grand Ole Opry (93)
9:45				
10:00	Ozark Jubilee	News S		
10:15		Basin Street Jazz	Oklahoma City Symphony Orchestra	
10:30	Lawrence Welk Army Show	Guy Lombardo Orchestra		Monitor *
10:45				
11:00	Statler Orchestra	News Analysis	Country Jamboree	
11:15 PM		Dance Orchestra		

SUNDAY

	ABC	CBS	MBS	NBC
12:00 PM			Lutheran Hour (479)	Monitor *
12:15				
12:30				The Catholic Hour
12:45				
1:00			Music From Britain	
1:15				
1:30				
1:45			Bandstand U.S.A.	
2:00				
2:15				
2:30			Salute to the Nation	
2:45				
3:00			Hopalong Cassidy	
3:15				
3:30				
3:45			Hall, Biscuit Adventures of Rin Tin Tin	
4:00				
4:15			(Co-op) Wild Bill Hickok	
4:30				
4:45			John Price	

MONDAY - FRIDAY

	ABC	CBS	MBS	NBC
12:00 PM	Closed Circuit	Toni TuTh Sleep-Eze MWF Dr. Malone	Luncheon with Lopez	
12:15		P&G Our Guiding Light (128)		
12:30	No Network Service	Pharmaco T & Th Mrs. Burton	Kraft News	
12:45		P&G Tide MWF P. Mason (163)	A Letter to Loe Graham	
1:00		Toni & Bristol-Myers Nora Drake (290)		
1:15	The Martin Block Show	Brighter Day S	America's Front Door	
1:30				
1:45		Housepartyt (183) R	Mutual Reports	
2:00				
2:15			Mutual Matinee with Ruby Mercer	
2:30		Fred Robbins (5)		
2:45				
3:00	Manhattan Matinee	Chef Boy	Mutual Reports	
3:15			Mutual Matinee Bruce & Dan	
3:30	Treasury Bandstand	No Service	M. Military Band Tues & Thurs Bandstand USA Wed. R. Hayes Fri. Salute to Nation	
3:45				
4:00		News		
4:15	Musical Express			
4:30	Bobby Hammack & His What Four	No Service	[Stand By With Bob & Ray	
4:45	Gloria Parker			
5:00	Wall St. Final (Harris, Upham)		Les Paul	
5:15			Gen. Sports Time	
5:30			Kraft News	
5:45				

	NBC
12:00 PM	
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Weekday ***

Hotel for Pets Coast Fisheries *****

Doctors Wife

P&G Right to Happiness

Sterling Drug MWF Stella Dallas

Sterling Drug MWF Young Widder B.

P&G Pepper Young

Miles Women in My House

Presenting Claude Rains

Gen. Mills & Amer. Bakeries Lone Ranger

Production Five

SATURDAY

	ABC	CBS	MBS	NBC
12:00 PM	Gridiron Salute	Kathy Godfrey Show S	College Football	
12:15				
12:30	ABC News	News S	Camel Football Scoreboard R. J. Reynolds (Five Minutes after Game)	
12:45		Spring Serenade		
1:00				
1:15		Dance Orchestra	Parade of Sports	
1:30				
1:45	Texas Co. Metro. Opera	News S		
2:00		Richard Hayes Army Show		
2:15				
2:30		Basin Street Jazz	Country Jamboree	
2:45				
3:00		News S		
3:15		Jerry Gray Orchestra		
3:30	Pop Concert		Bandstand USA	
3:45	The World Tourist	Treasury Show		
4:00				
4:15		News S		
4:30		New Orleans Jazz	Teenagers, USA	
4:45	Dinner at the Green Room S			
5:00		Saturday at the Chase		
5:15			Les Paul	
5:30				
5:45				

	NBC
12:00 PM	
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Monitor 8 a.m. Saturday through Sunday Midnight *

December 5, 1955

Explanation: Listings in order: Sponsor, name of program, number of stations; R repeat; S sustaining; TBA to be announced. Time EST.

ABC—
7:55-8 p.m., Les Griffith & The News, (332). Weekend news now sponsored by Texas Company. In each of four time zones, 13 times on Sat., 11 times on Sun.
It's Time, 5 min., unsponsored, 10 times on Sat., 8 times on Sun.

CBS—
8:55-9 a.m. Sun. Gen. Fds.—Galen Drake (111)
11:30-11:35 a.m. Sun. Lou Cioffi—News (8)
† Houseparty.
3:15-3:30 p.m. MWF Lever.
3:15-3:30 p.m., Tu-Th., Kellogg.
Gen. Motors — Allen Jackson.
Sat.—News 10:00-10:05 a.m.; 10:55-11.00 a.m.; 12 Noon-12:05 p.m. 126 Sta.
Doug Edwards—Pall Mall Wed.-Th. Fri. 8:25-30 p.m.
G. Drake—Tasti Diet Sat. 1:25-30 p.m., 203 Sta.
Football Roundup, starts Sats., 2-6 p.m., beginning Sept. 17.
†† Arthur Godfrey Time
10-10:15 a.m., Hartz Mountain—Th. & Fri., alt. each week, G. H. Hartman; Lewis-Howe—Tu. & Wed., alt. each week, R & R; Pet Milk—M.-F., alt. days each week, Gardner Adv.
10:15-30 a.m., Bristol-Myers—alt. Fri., DCSS; Campana—M.-Th., alt. days, FDH; R & R; A. E. Staley—M.-Th., alt. days, R & R.
10:30-45 a.m., Amer. Home Fds—Tu., every 4th Fri., Y & R; Dow Chemical—Thur., every 4th Fri., MacManus, J & A.
10:45-11 a.m., Bristol-Myers—M. & W., DCSS; Minn. Mining—Tu. Burnett; Dow Chemical—Th., R&R.
11-11:15 a.m., Campana—alt. Fri., FDH; Kellogg—Tu. & Th., FC&B; Lever Bros.—M.-W., alt. Fri., McCann-Erickson.
11:15-30 a.m. Pillsbury Mills—M.-Th., L. Burnett; Kellogg—alt. Fri., L. Burnett.
Amos 'n' Andy Music Hall
Brown & Williamson, M. F. S., Ted Bates

MBS—
Mon.-Fri. 8:00-8:30 p.m. Programs—Multi-Message Plan Participants—Monday thru Friday: R. J. Reynolds; MTWF—Grove Laboratories; MWF—Quaker Oats; M—Curtiss Candy; M-W-Th—Norwich Pharmacal; TWThF—Florida Citrus; T-Th—Esquire; Th-Fri.—Pearson Pharmacal.

NBC—
* Monitor—participating sponsors: Chesebrough, Charles Antell, RCA, Gruen.
** Mary Margaret McBride—Q-Tips; Mon., Wed.; Sust: Tues.; Gen. Foods; Thurs.: Am. Molasses; Fri.
*** Weekday—participating sponsors to be advised.
**** One Man's Family—local and network participating. W.: Carter Prods.; Thur.: Anahist.
***** Hotel for Pets—MWF: Coast Fisheries with stations not ordered commercial taking program on sustaining basis. Tu., Thur.: Completely sustaining.
****** Fibber McGee & Molly—local & network participations. Collier, Viceroy, RCA, Anahist, Carter.

Increased Radio Billings Up for Review by RAB Board

RADIO ADVERTISING BUREAU's board of directors meets Tuesday at New York's Waldorf-Astoria Hotel to review plans for increased radio billings next year, Joseph E. Baudino, Westinghouse Broadcasting Co. and RAB board chairman, announced last week.

Among matters to be discussed are the election of officers for next year; a report from RAB President Kevin Sweeney on expanded efforts in sales and services for the coming year, and an expected board action on Mr. Sweeney's recommendation for creation of a new vice president of the corporation, who if elected would assume office Jan. 1. Annual meeting of the membership will be conducted that morning with the election of officers held after consideration of a report by the nominating committee, headed by Charles C. Caley, WMBD Peoria, Ill., former RAB board chairman.

According to RAB, it is expected that the budget will take a "sizable upward jump" in 1956 because of an increase in membership fees effective the first of the year. Mr. Sweeney is scheduled to outline a plan for using these added funds for sales tools serving the industry, RAB said.

Sherwood Goes to RAB

ALEX SHERWOOD, former vice president of Standard Radio Transcription Services Inc., last week was named to the station relations staff of Radio Advertising Bureau, replacing Richard Allen, resigned. Mr. Sherwood will report to Arch Madsen, RAB director of station relations.

Walter Brown Promoted To New Position at RAB

WALTER BROWN was promoted last week to the newly-created Radio Advertising Bureau post of sales development manager.

Mr. Brown, with RAB for the past three and one-half years, has been serving as a sales executive in charge of developing appliance, radio and tv manufacturer business.

In announcing the new post, Kevin Sweeney, RAB president, said Mr. Brown will work toward accelerating development of new sales tools for use of RAB's six sales executives who call on national advertisers.

RAB Promotes McKenna

ADVANCEMENT of Carroll R. McKenna from assistant director of national promotion to sales executive at Radio Advertising Bureau was announced last week by Kevin Sweeney, RAB president. In his new position, Mr. McKenna will be in charge of developing business from several categories of advertisers, with emphasis on the wearing apparel and amusement fields. Before joining RAB, he was director of sales promotion and research for ABC in Hollywood.

RAB Members Boosted to 820

RADIO ADVERTISING BUREAU last week announced the addition of 19 members bringing the total to 820.

Included in the list of new members are: WHAM Rochester, N. Y.; WIBW Topeka, Kan.; KCKN Kansas City; KFRO Longview, Tex.; KRGV Weslaco, Tex.; KROD and KTSM El Paso, Tex.; WALL Middletown, N. Y.; WBOW Terre Haute, Ind.; WCBA Corning, N. Y.; WHUC Hudson, N. Y.; WKDA Nashville, Tenn.; WLAN Lancaster, Pa.; WHBO Sulphur Springs, Fla.; WNDU South Bend, Ind.; WSPN Saratoga Springs, N. Y.; CFPL London, Ontario (Canada); 2UE Sydney, Australia, and the Caribbean Network, New York.

Tv Seen 'Unobtrusive' At Bar Assn. Meeting

TELEVISION, radio and news photographers can operate unobtrusively in courtrooms, judging by the consensus of attorneys following a court coverage panel held during the nine-state regional meeting of the American Bar Assn. last week in New Orleans. Part of the meeting was covered by WDSU-TV New Orleans, with two cameras operated by one cameraman using remote gear and by two *Times-Picayune* photographers using 35 mm cameras without lighting equipment.

Taking part in the panel discussion of the photo coverage problem were Robert D. Swezey, WDSU-TV executive vice president and general manager, and chairman of the NARTB Freedom of Information Committee; George W. Healy Jr., editor of the *Times-Picayune*, and Associate Justice James D. Simon of the Louisiana Supreme Court. Moderator was Edwin M. Otterbourg, New York, past president of the New York County Lawyers Assn.

Mr. Swezey, an attorney, contended radio, tv and press should always be admitted to the courtroom unless there is sound reason to believe that their presence might prevent an orderly trial. He said the trial judge has the right to turn out a disorderly public and conceded that, in some circumstances, obtrusive camera equipment and bright lights might disturb court operations.

Commenting that modern cameras can cover almost any court proceeding without disturbance, he observed, "I don't know whether you've noticed it, but this meeting is being covered by television film cameras." Canon 35, an ABA policy barring cameramen from courtrooms, is outmoded, he said.

Mr. Otterbourg said presence of cameras might increase the normal nervousness of witnesses. Justice Simon said anything that might deprive the defendant of a fair trial "is dangerous and deadly," with the trial judge obligated to protect the rights of the accused.

Mr. Healy said courts belong to the people, adding, "It is the duty of the media of public expression to watch over them. Public knowledge of what goes on at a trial, or free access to insure that knowledge, is in my opinion a check on the accuracy of witnesses."

WDSU-TV plans to show actual court scenes in the future, having been allowed to operate in some city and state courts.

Ad Federation Plans Meets

ADVERTISING Federation of America announced last week that arrangements have been made to hold its 1957 national convention at the Hotel Fontainebleau, Miami Beach, from June 9-13, and the 1958 convention at the Hilton-Statler Hotel in Dallas from June 8-11. The 1956 convention is set for June 10-13 at the Bellevue-Stratford Hotel, Philadelphia.

FINANCING

KIDDER, PEABODY & CO.—

- Has underwritten over $1,000,000,000 of publicly offered securities in the past ten years.
- Has negotiated private financings in excess of $680,000,000 in the past five years.

—We Invite You to Call Upon Our Experience.

Address inquiries to:
ROBERT E. GRANT
Kidder, Peabody & Co.
First National Bank Building
Chicago 3, Illinois
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KIDDER, PEABODY & CO.
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Offices and correspondents in thirty other principal cities in the United States

ARE YOU HALF-COVERED IN NEBRASKA'S OTHER BIG MARKET?

42-COUNTY LINCOLN-LAND AREA TELEPULSE Share of Audience — September, 1955				
	KOLN-TV	"B"	"C"	"D"
MONDAY THRU FRIDAY:				
1:00 — 6:00 p.m.	50	21	13	11*
6:00 — 11:00 p.m.	53	18	14	11*
SATURDAY:				
1:00 — 6:00 p.m.	52	15	15	8
6:00 — 11:00 p.m.	50	13	15	17
SUNDAY:				
1:00 — 6:00 p.m.	34*	36	13	16*
6:00 — 11:00 p.m.	35	22	14	23

*Does not broadcast for complete period and the share of audience is unadjusted for this situation.

KOLN-TV delivers Lincoln-Land—42 counties with 200,000 families, 125,000 of them unduplicated by any other TV station.

95.5% OF LINCOLN-LAND IS OUTSIDE THE GRADE "B" AREA OF OMAHA! This important market is as independent of Omaha as South Bend is of Fort Wayne . . . Syracuse of Rochester . . . or Hartford of Providence.

New Pulse figures prove that KOLN-TV gets 194.4% more night-time Lincoln-Land viewers than the next station—138.1% more afternoon viewers.

Avery-Knodel has all the facts on KOLN-TV—the official CBS-ABC outlet for South Central Nebraska and Northern Kansas.

CHANNEL 10 • 316,000 WATTS • 1000-FT. TOWER

KOLN-TV

COVERS LINCOLN-LAND — NEBRASKA'S OTHER BIG MARKET

Avery-Knodel, Inc., Exclusive National Representatives

AM-TV-FM

The Fetzer Stations

WKZO-TV — GRAND RAPIDS-KALAMAZOO
WKZO RADIO — KALAMAZOO-BATTLE CREEK
WJEF RADIO — GRAND RAPIDS
WJEF-FM — GRAND RAPIDS-KALAMAZOO
KOLN-TV — LINCOLN, NEBRASKA
Associated with
WMBD RADIO — PEORIA, ILLINOIS

SHACKLED TIMEBUYER CAN BLAME HIMSELF

THE REMARKS reproduced in condensed text on this page were made by George Polk, media liaison coordinator of BBDO, to last Tuesday's Timebuying & Selling Seminar of the Radio-Television Executives Society in New York. They obviously were inspired in part by a speech made by Roger C. Bumstead, media director of David J. Mahoney Inc., at the Radio Advertising Bureau's first annual advertising clinic Oct. 14 [see "Lets Unshackle the Timebuyer," B•T, Oct. 24].

OCCASIONALLY, I see a crusade to elevate the unappreciated, underpaid and, only recently, the shackled timebuyer, with controversies as to whose responsibility it is to correct the wronged situation wherever it exists. Is it up to agency management, the media director, or the industry itself?

It is my firm belief that if *you* are a shackled timebuyer, a Class AA chainbreak selector or an automaton for collecting minutes between 7 and 8 a.m., it is nobody's fault but your own! Timebuying is no different from any other business or profession in that its success is directly related to the individual's initiative. The level at which you stand as a timebuyer on your accounts is the level that you have created for yourself and is solely dependent upon the contributions you make toward decisions in purchasing time.

Besides the daily routine of actual buying, the timebuyer should be involved in all phases of media planning and certainly in all broadcast buys, whether it is sponsorship of a Max Liebman spectacular on NBC or a participation in a local cooking show in Sioux City, Iowa. If this is not the case, don't throw up your hands and write off your agency as being impossible. It's not up to the agency or the industry to change your job level, I'm afraid I'm getting repetitious—but, it is strictly *up to you!*

Just like a good rep, a good timebuyer is a good salesman. Convinced that an idea or plan is sound, he won't let up until it is adopted, or at least given serious consideration. Now it isn't always easy to sell an account man or client, and understandably so. Most of them are not as familiar with broadcast media as you, and many of them have been buying print media for 20, 30 and even 40 years and have seen it pay off. What's more, they understand it thoroughly. So it's understandable that they should be reluctant to enter a realm of uncertainty, putting large budgets into media they are not so familiar with. They're not stupid, they just haven't been exposed to your wares—broadcast media.

That's where you fit in as an expert in these relatively new media that use air instead of paper. Present your ideas simply and factually, leaving no questions unanswered . . .

In this respect the rep can usually help tremendously, donating both time and material to your cause. He can supply readily available data or even have special projects done to support your proposal. For example, he might have a special rating tabulation made to show how much unduplicated audience is reached in a given period of time; or perhaps he can supply success stories; or in the case of programs and personalities, it might be desirable for him to supply a kine to help get over the emotional aspect of an emotional medium.

While on the subject of reps, you can broaden your own reach within your agency by putting salesmen to work for *you*. You can't be everywhere at once, selling all the time. But the various reps can. Encourage a rep with a sound idea to follow it through. After having come to you with his idea initially, you can guide him as to which account might possibly be able to use what he has, and the best way to present it. Perhaps the best way might be to have him go directly to the account man or client. The salesman invariably knows more of the details than you; he can probably present it more enthusiastically, and he usually has more time to do so.

On the other hand, if you feel that the account personalities involved might object to this approach or not give the proposal the serious attention it deserves, then it's your responsibility to suggest an alternative way—perhaps accompanying the rep, or leaving him out completely and presenting it yourself. Certainly if the proposal is sensational, you *should* play an active part in its presentation, if for no other reason than to add credence. Procedure is a delicate subject and should always be handled with the utmost care.

Another problem in selling tv within the agency is the unfortunate connotation of spot tv as being for the client who cannot afford the luxury of network. Again, it's up to the timebuyer to point out that agencies are in the advertising business, not show business. Often dollar for dollar, spot announcements are a more logical buy, especially where emphasis on frequency is an important part of the effort. Don't bank on generalities or assume that anything is known about timebuying.

In the case of evening television announcements, perhaps the money will go farther (that is, more frequency) if only ID's are used rather than chainbreaks. [ID's] as you know, generally cost only half as much. Or maybe you anticipate trouble in chainbreak availabilities. Try getting together with the copywriter. Perhaps the story *can* be told in 10 seconds, and if you explain the cost ratio and availability situation to him, he may come up with something that he never even tried before.

Incidentally, copywriters are often a terrific help in creating interest in radio and television. Most of them, if it is at all possible to generalize, have strong beliefs and convictions and are usually not shy about expressing themselves. It is very possible that a clever copy theme—an impressive story-board or jingle—can initiate an entire campaign. Work with these creative people, and in turn they too will be selling broadcast media with you. This is a very sound way to stimulate interest in radio and television and may help you get many a former print advertiser into broadcast media.

What do you do when you run into clients or account men who insist on reviewing all availabilities themselves, making their own selection? This circumstance in generally directly traceable to a delinquent timebuyer somewhere along the line, whose ability and judgment did not warrant complete confidence. If you inherit such a situation, it behooves you to pass along the mass of availabilities, *but not without your own recommendation* with clearly outlined reasons for your selection. By merely passing along availabilities without careful screening and selection, you automatically put yourself in the class of a clerk, or the rep who mails in availabilities instead of submitting in person.

Very briefly I've tried to point out how important a timebuyer's position can be. Whether it is or not is up to the timebuyer. There are no limitations that cannot be overcome by ability, imagination, and ambition. Laziness or simple inertia will surely reduce the job to mere mechanics. But if you want to be an important factor in the radio and television decisions on your accounts, you must first be respected by the account people and clients you work with, most of whom will learn to be guided by your knowledge and good judgment.

SOLD-OUT IN MAJOR MARKETS

TO MAJOR STATIONS

that's why we call it "FABULOUS 40"

HERE IS A PARTIAL LIST OF STATIONS

KOA	DENVER, COLO.	WJAR	PROVIDENCE, R. I.	KING	SEATTLE, WASH.	KLIX	TWIN FALLS, IDAHO
KONA	HONOLULU, HAWAII	WPTZ	PHILADELPHIA, PA.	WCTV	TALLAHASSEE, FLA.	KCSJ	PUEBLO, COLO.
WFBM	INDIANAPOLIS, IND.	WGBI	SCRANTON, PA.	KDRO	SEDALIA, MO.	KFBC	CHEYENNE, WYO.
WMT	CEDAR RAPIDS, IOWA	WCAX	BURLINGTON, VT.	KVTV	SIOUX CITY, IOWA	WKRC	CINCINNATI, OHIO
KRNT	DES MOINES, IOWA	WTVN	COLUMBUS, OHIO	KBOI	BOISE, IDAHO	WMBR	JACKSONVILLE, FLA.
KAKE	WICHITA, KAN.	WNDU	SOUTH BEND, IND.	KHQA	QUINCY, ILL.	WHEN	SYRACUSE, N. Y.
KPLC	LAKE CHARLES, LA.	WBEN	BUFFALO, N. Y.	WKBT	LACROSSE, WIS.	WUSN	CHARLESTON, SO. CAR.
KTBS	SHREVEPORT, LA.	WNBK	CLEVELAND, OHIO	WTOP	WASHINGTON, D. C.	KOLN	LINCOLN, NEB.
WWLP	SPRINGFIELD, MASS.	KRLD	DALLAS, TEXAS	WBZ	BOSTON, MASS.	WABI	BANGOR, MAINE
WXYZ	DETROIT, MICH.	KGUL	GALVESTON, TEXAS	WSUN	ST. PETERSBURG, FLA.	WFMJ	YOUNGSTOWN, OHIO
WTCN	MINNEAPOLIS, MINN.	WBAY	GREEN BAY, WIS.	WOOD	GRAND RAPIDS, MICH.	WFBC	GREENVILLE, SO. CAR.
KROC	ROCHESTER, MINN.	WTAR	NORFOLK, VA.	WDSU	NEW ORLEANS, LA.	WAKR	AKRON, OHIO
WDAF	KANSAS CITY, MO.	KGNC	AMARILLO, TEXAS	KRDO	COLORADO SPRINGS, COLO.	XETV	SAN DIEGO, CALIF.
KMTV	OMAHA, NEB.	CBS	NEW YORK, N. Y.	WEAU	EAU CLAIRE, WIS.	WITI	MILWAUKEE, WIS.
KGGM	ALBUQUERQUE, N. MEX.	KGLO	MASON CITY, IOWA	KTVT	SALT LAKE CITY, UTAH	WDEF	CHATTANOOGA, TENN.
WVET	ROCHESTER, N. Y.	KTVK	PHOENIX, ARIZ.	KTLA	HOLLYWOOD, CALIF.	WJAC	JOHNSTOWN, PA.
WDAY	FARGO, NO. DAK.	KPIX	SAN FRANCISCO, CALIF.	KTBC	AUSTIN, TEXAS		

When NTA acquired the "Fabulous 40" package . . . we billed it as the greatest package of feature films for television in the industry. *It has exceeded our greatest expectations!*

In 90 major markets . . . "Fabulous 40" has been breaking time-sales records (participations) for feature films.

In 90 major markets . . . "Fabulous 40" has been breaking audience-rating records for feature films.

In 90 major markets . . . "Fabulous 40" has been breaking selling records for major sponsors.

For buying participations in "Fabulous 40," contact these television stations.

For obtaining these fine films for your market, Call—Write—Wire Today . . . for audition prints, details, availabilities and prices.

There's no risk — they're already successful!

N T A

National Telefilm Associates, INC.

60 West 55th Street, New York, N. Y. · PLaza 7-2100

Follow Through Buy, RTES Seminar Told

THE SAME TEAMWORK between timebuyer and station salesman that went into the original buy of a schedule should continue in the follow up of the purchase, Jack Schneider, eastern sales manager of CBS Spot Sales said last week.

Mr. Schneider and George Polk, media liaison coordinator, BBDO, New York, spoke on "Follow-through on the Buy" at a weekly luncheon session of the Radio & Television Executives Society timebuying and selling seminar in New York. (For condensed text of Mr. Polk's talk, see page 72.)

The advertiser receives the service coming to him when buyer and seller work constantly to improve existing schedules, Mr. Schneider said. He was critical of the buyer who, in failing to check on the creative people at the agency, discovers belatedly that copy is not ready for the campaign's start and then has to hold the schedule. Many details such as number of stations, types of buys, number of prints and how they should be sent to stations should be provided the agency's traffic department, he said.

Noting peaks and valleys in the July to July broadcast year, Mr. Schneider suggested that in a given campaign time be taken throughout the year to check on what is happening in the industry and that attention be given to the valleys when existing schedules can be improved.

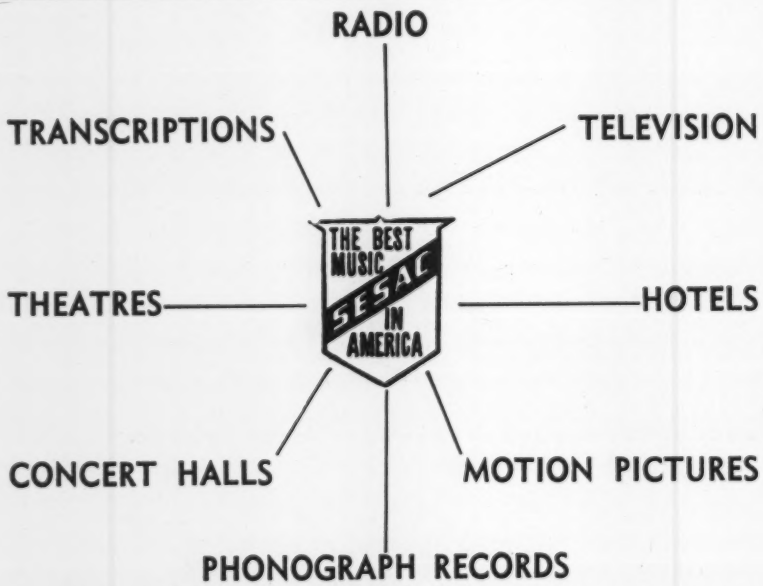
It probably will be time to think of getting "your chips in" by July, he said, noting that the trend has been toward earlier campaign starts.

Broadcasters Appoint Embry

R. C. EMBRY, WITH Baltimore, has been named chairman of the Legislative Committee of Maryland-D. C. Radio & Tv Broadcasters Assn. by Ben Strouse, WWDC Washington, association president. Other members are Leslie Peard, WBAL Baltimore; Malcolm Campbell, WNAV Annapolis; Jason Pate, WASA Havre de Grace; Karl F. Steinmann, WCUM Cumberland, and Charles Truitt, WBOC Salisbury. *Ex officio* members are William Paulsgrove, WJEJ Hagerstown, vice president; Robert B. Cochrane, WMAR-TV Baltimore, secretary-treasurer, and Mr. Strouse. Committee is to be concerned primarily with Maryland state legislation affecting broadcasters.

Jewish Drive Holds Dinner

A SPECIAL fund-raising dinner for the 1955-56 Federation of Jewish Philanthropies drive will be held Wednesday at the Waldorf-Astoria Hotel in New York by representatives of the radio-tv, advertising and publishing industries. Heading arrangements will be Louis G. Cowan, CBS radio-tv producer; Emanuel Sacks, NBC-RCA vice president; Arthur C. Fatt, executive vice president, Grey Adv. Co.; Monroe Greenthal, president, Monroe Greenthal Adv. Co.; S. O. Shapiro, vice president, *Look* magazine, and Ned L. Pines, president, Pines Publications Inc. Barney Balaban, president of Paramount Pictures Inc., will deliver the keynote address.



SESAC Performance Licenses provide clearance for the use of SESAC music via Radio, Television, Hotels, Films, Concert Halls and Theatres.

The ever growing SESAC repertory now consists of 283 Music Publishers' Catalogs — hundreds of thousands of selections.

SESAC INC.

Serving The Entertainment Industry Since 1931

475 FIFTH AVENUE **NEW YORK 17**

Proposed TelePrompTer Network Demonstrated

TELEPROMPTER Corp., New York, last Monday demonstrated its proposed Program Communications Network at a luncheon session workshop held in New York.

Irving B. Kahn, president of TelePrompTer, told the audience of executives from tv stations, networks, advertising agencies and allied fields that the system would "save thousands of dollars in time and money" for persons engaged in tv broadcasting. Mr. Kahn said that the specific cost of the service to clients probably would be announced after the beginning of the year and added that it would be "substantially less than for present twx service."

The system, using leased Western Union lines, would interconnect tv stations, networks, program sources, station representatives, agencies and advertisers. The FCC has told TelePrompTer that its proposed network would constitute a communication common carrier operation.

In the demonstration, an actual sample message was sent from a "station representative's office" to a "television station" and a television commercial was sent from an "advertising agency" to "a station." In both cases acknowledgements were returned over the system by the mock station, with the total exchange achieved in a matter of seconds.

Included on the workshop program was a demonstration of the company's TeleMation System, in which cues and effects are created automatically as the "reading copy" of the performer is read. Douglas Edwards, CBS newscaster, delivered a five-minute program in the demonstration to illustrate TeleMation's application.

Mr. Kahn predicted that a nationwide system could be in actual operation within six months of the time that the first equipment is installed. Subsequent demonstrations of the equipment, he said, are planned in other areas of the country.

Concurrent with the demonstration, Herbert W. Hobler, TelePrompTer vice president for sales, announced the introduction by the company of a new plan for "packaged national spot advertising." The company, using its basic unit, the TelePrompTer, will distribute "full copy and cueing packages of national spot advertising to stations for broadcast by local personalities," according to Mr. Hobler.

Pay Television Will Break Network Control—Leitzell

NETWORK "control" of television poses a situation that "could not possibly exist among newspapers" today and subscription tv would break that control by aiding independent stations, Ted Leitzell, public relations director of Zenith Radio Corp., told the Poor Richard Club in Philadelphia Tuesday.

"The healthy competition that has always existed between newspapers has almost no counterpart in television," he insisted. Mr. Leitzell said stations have become "subservient" to the major networks and claimed toll tv would free them from "network domination" and "will free you advertisers from the burden of supporting the entire cost of advertising."

Mr. Leitzell said a comparable situation in the newspaper business "would be regarded as utterly fantastic." He reiterated Zenith's charge that television is dominated by NBC and CBS and asserted it places "too much power" in the hands of those network presidents.

"DIAL 970" is growing fast..

WAVE *is its Mother!*

MONITOR *is its Father!*

WEEKDAY *is its Kissin' Cousin!*

ALTHOUGH only a few weeks old, WAVE's exciting new radio service — DIAL 970 — has already made a BIG name for itself in the Louisville Area!

Listeners love its Monitor-like format . . . its informality . . . its immediacy. Advertisers love DIAL 970's "new look in radio" — its freshness and vitality — *and the way it stirs people to action!*

DIAL 970 is a coordinated group of programs that's skillfully blended with *Weekday* to provide a continuous flow of music, news, weather and traffic reports, interviews, sports and household features. It's heard eleven sparkling hours each weekday, with participations and spots available as early as 6 a.m., or as late as midnight.

Better hurry! Ask NBC Spot Sales for full details.

WAVE

LOUISVILLE

5000 WATTS • NBC AFFILIATE

NBC SPOT SALES
Exclusive National Representatives

DIAL 970—
WAVE'S DYNAMIC NEW RADIO SERVICE
FOR A DYNAMIC NEW LOUISVILLE!

WE
HAVE THE AUDIENCE!*

HERE'S WKBN-TV'S SHARE OF AUDIENCE!*

Time Period	WKBN TV	Stations B	C	D	E	F
Mon.-Fri. 7 a.m.-Noon	44	31	14	3	3	5
Noon-6 p.m.	44	29	11	3	8	6
6 p.m.-Midnight	45	33	7	3	9	3
Saturday Noon-6 p.m.	50	31	6	3	3	7
6 p.m.-Midnight	47	35	6	2	4	6
Sunday Noon-6 p.m.	52	17	12	6	8	6
6 p.m.-Midnight	49	34	6	2	5	3

Station B is Youngstown. Stations C, D & E are Cleveland. Station F is Pittsburgh.

CLEVELAND OR PITTSBURGH STATIONS DO NOT COVER THE YOUNGSTOWN MARKET! WKBN-TV SHARES OF AUDIENCE FAR SURPASS LOCAL AND OUTSIDE OPPOSITION. WHAT'S MORE, CHANNEL 27 HAS THE 16 TOP RATED PROGRAMS* IN YOUNGSTOWN AND 366 OF 442 QUARTER HOUR FIRSTS.*

*Source: Telepulse, September 18-24, 1955.

WKBN
YOUNGSTOWN, OHIO
TV 178,000 WATTS CHANNEL 27 CBS • ABC
CHANNEL 27
Represented Nationally by the Paul H. Raymer Co.

TV MAY REPLACE POLITICAL WHISTLESTOPS IN 1956 CAMPAIGNS, GOP LEADER SAYS

Republican Chairman Hall raises possibility that President Eisenhower might be able to campaign for re-election if he went to the people via tv rather than in person. He says tv has revolutionized politics.

THE FEASIBILITY and practicality of curtailing "whistlestop" excursions, with Presidential candidates meeting the electorate "face to face" via television instead of at train platforms, may well be put to the first significant political-tv test during the 1956 national campaign.

And it may have a major impact on the political fortunes of President Dwight D. Eisenhower—because of health considerations—should he decide to run for a second term.

These implications may be read into the views enunciated by Leonard W. Hall, Republican National Committee chairman, during the GOP's two-day political rally in Chicago last week. A host of subcommittees of the national committee met at the Conrad Hilton Hotel, along with the major parent group.

Mr. Hall told newsmen that "never again" will there be another national convention like that held in midsummer in Chicago in 1952. Television has "revolutionized" not only conventions, but campaigning, and obviated the need for extensive and debilitating campaign travel.

"The major part of campaigning will be done by radio and television," Chairman Hall told a news conference Wednesday. Thus, in effect, he substantiated conjectures of key Republicans and Democrats alike in 1952 that political whistlestops of the future would be geared to broadcast media, particularly television.

Tv in Every Nook

"Television penetrates every nook and cranny and when a candidate comes into the living rooms of people, he meets the people face to face and they can judge his sincerity for themselves," Mr. Hall asserted.

Asked by a syndicated columnist whether he felt this would prove out as a replacement or substitute for meeting the voters person to person, Mr. Hall revealed the implications of a discussion he had with President Eisenhower at Gettysburg, Pa., a fortnight ago.

The GOP National Committee chairman, recalling the 52,000 miles he traveled four years ago, said he had informed Mr. Eisenhower at Gettysburg that he was currently negotiating for some $2 million worth of tv time for the 1956 drive [B•T, Oct. 31]. He indicated he had advised the President that with television, the forthcoming campaign would not be nearly as strenuous as in 1952. Recounting his discussion with Mr. Eisenhower, Mr. Hall told reporters:

"You had to come away with this thought—that you had talked to a man who was informed about the campaign, concerned about it and had a real continuing interest in it."

Mr. Hall said he figures that while the cost of television time has mounted, the $2 million that will be spent should "buy more time than in 1952." Of that sum, he added, "some will be absorbed by other committees." The figure represents a sharp increase for tv alone, not to mention any radio expenditures the Republicans may incur.

Mr. Hall had indicated at a previous Chicago GOP parley that, in any event, the Democrats will be enabled to call on more sources through various additional organizations.

A relatively short convention—three or four days with shorter floor hours—is anticipated by the GOP chairman. A radio-tv-motion pictures subcommittee of the GOP National Committee arrangements units—one of many meeting in Chicago—received a "progress report" on convention planning for the San Francisco conclave next August. It approved recommendations for a suggested code for network sponsorship, camera placements, streamlined roll call procedures and other topics.

Cameras will be set up at four extreme corners of the Cow Palace (forming a square) and on a three-level scaffold down front of stage about a third back on the floor, according to Alvin Cast (Indiana), subcommittee chairman. A sponsorship code substantially the same as that used in 1952 has been approved and dispatched to network executives for their approval, it was reported by L. Richard Guylay, GOP National Committee public relations chief.

The political standards of practice are designed to maintain the "high level" of the proceedings and raise the standards of the convention as a "tv show." It would, in effect, permit commercial sponsorship by advertisers subject to approval by both parties: limit use of commercials to lulls or recesses during proceedings; require good taste, brevity and standards of dignity in the presentation of those commercials; and provide for certain disclaimers with respect to the endorsement of the "product" by either party.

WGTH-AM-TV Purchase May See FCC Hearing

THE FCC told CBS and General Times Tv Corp. last week that the application for FCC approval of the $650,000 purchase by the network of General Times' WGTH-TV Hartford indicated the necessity of a hearing.

In its McFarland letter to the applicants, the Commission referred to the purchase agreement's terms forbidding WGTH-TV to make changes in its contracts with networks or others without 28-day cancellation clauses pending the outcome of the sale approval application. This, the Commission said, was in conflict with rules forbidding contracts preventing stations from making arrangements to broadcast programs of other networks.

The Commission also raised the question of "undue concentration"—CBS owns tv stations in five cities serving "30 million people," the FCC said—and of overlap between CBS-owned WCBS-TV New York and the Hartford ch. 18 outlet. It also raised the issue of restraint of competition since Hartford has only one operating station at present.

General Times is owned by General Teleradio Inc.

Ironwood Ch. 12 Granted

ITS FIRST tv grant was acquired by Upper Michigan-Wisconsin Broadcasting Co. last week as the FCC approved the company's application for ch. 12 in Ironwood, Mich. Upper Michigan-Wisconsin is 51% owner of WIKB Iron River, Mich., and licensee of WATW Ashland, Wis., and WJMS Ironwood. The new station is to have an effective radiated power of 794 w visual and 397 w aural with an antenna 540 ft. above average terrain. William L Johnson and associates own Upper Michigan-Wisconsin.

"PASSPORT TO DANGER"
#1 in U.S.*
*
FLASH! The Mennen Company has just ordered "Passport to Danger" for 30 key markets—adding to the 100-plus already sold.
Still available—first run of these exciting half-hour adventures in over 150 markets.
Other prestige sponsors include—
• Anheuser Busch, Inc.
• Sears-Roebuck Co.
• Wise Potato Chip Co.
• Thom McAn Shoes
• Strietmann Biscuits Co.
• Donovan Coffee Co.
• Blatz Brewing Corp.
• Welch Grape Juice Co.
• Socony Mobil Oil Co.
• Pearl Brewing Co.
NOVEMBER 19, 1955
The Billboard Scoreboard
SYNDICATED FILM PROGRAMS
• Pulse Top 25 Non-Net Shows
September Rating of Leading Film Shows
Rank Show & Distributor Avg. Sept. Rating
1. Passport to Danger (ABC) 15.0
2. Douglas Fairbanks Presents (ABC) 14.1

ABC FILM SYNDICATION, INC.

NEW YORK	CHICAGO	HOLLYWOOD	DALLAS	ATLANTA	SAN FRANCISCO	NEW ENGLAND
10 E. 44 St. SU 7-5000	20 N. Wacker Dr. AN 3-0800	1539 N. Vine St. HO 2-3141	3123 McKinney Ave. RA 6302	267 Colonial Homes Dr. N.W. • EM 4621	277 Golden Gate Ave. UN 3-0077	Reed St. Western Circle Westfield, Mass. LO 2-3487

MAGNUSON HITS FCC'S UHF-VHF MOVES

Washington Senator says that an overall deintermixture policy is necessary so everyone will know where and what type of channels are assigned. Sen. Pastore asks the Commission to explain its deintermixture action.

SENATE Commerce Committee Chairman Warren G. Magnuson (D-Wash.) last week criticized the FCC for failing to establish "an overall policy which would assure a realistic nationwide competitive tv service." He called it a "shameful situation."

Sen. Magnuson made the statement in a news release Wednesday in which he also released the contents of a Nov. 17 letter from the FCC to the Senate committee explaining the FCC's reasons for denying all pending uhf-vhf deintermixture petitions [B•T, Nov. 14].

The Washington Democrat said an overall FCC policy on deintermixture is desirable "so that all segments of the public, the licensee, the applicant and the viewers would know, once and for all, where and what type of channels are assigned." He added: "This critical situation must be solved and our committee proposes to see that it is done as quickly as possible."

The FCC, in the letter released last week, reiterated that in the Commission's view, "the problem of deintermixture could not be approached on the piecemeal basis of scattered communities but, along with all other remedies, must be considered in the general proceeding which will explore the matter from a national standpoint." The FCC document was in answer to inquiries from Sen. Magnuson on the deintermixture question, which Sen. Magnuson said last week he had first asked about 10 months ago.

Other replies have been forwarded by the FCC to Sen. John O. Pastore (D-R.I.), chairman of the Communications Subcommittee of the Senate Commerce Committee. Sen. Pastore, after the FCC action on the deintermixture petition, had asked the Commission for an explanation of its actions on the deintermixture cases.

Sen. Pastore did not confine his questions to the FCC to the deintermixture denial actions, but the Rhode Island Democrat declined to reveal the nature of his other queries or the FCC answers.

The FCC, in its Nov. 10 decision on deintermixture, instituted a rule-making proceeding to consider all possible overall solutions to intermixture problems on a nationwide basis. Deadline for comments is Dec. 15, with counter comments due Jan. 6, 1956.

The Senate Commerce Committee is scheduled to open hearings Jan. 17, 1956, in its investigation of networks and uhf-vhf troubles. A full report will be expected from the FCC at that time, Sen. Magnuson said last week.

In its decision on deintermixture, the FCC denied five bellwether deintermixture petitions and 30 others. The five argued cases were for selective deintermixture of uhf and vhf channels at Peoria, Ill.; Evansville, Ind.; Madison, Wis.; Hartford, Conn.; and Albany, N. Y.

At the same time the FCC authorized the "drop-in" of ch. 10 at Vail Mills, N. Y., on grounds this assignment meets all the criteria of the present standards.

In its letter to the Senate Commerce Committee, the FCC said it had concluded that the public interest would be served by the Vail Mills assignment, which "differs from the request for deintermixture, or for the assignment of additional channels at sub-standard spacings, in that the latter proposals involve basic departures from the present television structure."

The FCC concluded by expressing its "firm belief that its [FCC's] recent action represents a significant step toward the realization of a truly nationwide competitive television service."

Comrs. Rosel H. Hyde and Robert T. Bartley dissented in the Nov. 10 FCC action.

Joint U-V Operation Sought in Rochester

BOLD plan which applicants believe may get uhf on the road was suggested to the FCC Friday by sharetime ch. 10 WHEC-TV and WVET-TV Rochester, N. Y.

The two vhf stations filed an application asking for ch. 27 in Rochester, to be used jointly with ch. 10. They propose to share time on the uhf facility, just as they do on the vhf channel.

Basic idea, according to the applicants, is that the move would bring three full-time tv operations to the upstate New York city. When WHEC-TV is operating on ch. 10, WVET-TV would operate on ch. 27. When WVET-TV is operating on ch. 10, WHEC-TV would operate on ch. 27.

Both stations are affiliated with CBS and ABC. They have been the target of litigation by Gordon Brown (WSAY Rochester), who has been seeking to force the FCC to accept a protest against the 1952 grant of ch. 10 to the present occupants. The vhf stations, facing an order taking them off the air, have appealed a lower court ruling that Mr. Brown should have had a hearing, and have asked the Supreme Court of the U. S. to review the case.

The applications seek 20 kw, estimate $74,350 for construction and $60,000 for first year's operations. All costs are to be shared. Antenna will be mounted on the present shared tower (with ch. 5 WHAM-TV Rochester), 405 ft. above average terrain. Grade B service will extend 17-24 miles, applicants said.

The WHEC Inc. balance sheet for Oct. 31 showed total assets of $750,217, of which $301,108 were current assets. Current liabilities were listed at $199,617, and earned surplus at $519,727.

The WVET balance sheet as of Sept. 30 showed total assets of $659,846, of which $326,562 were current assets. Current liabilities amounted to $215,834, long term liabilities to $59,500, earned surplus was listed as $114,791 and net worth put at $384,512.

WHEC reported its net earnings in 1953 were $43,486, and in 1954 were $137,286. WVET reported net earnings in 1954 of $65,203, and in the first nine months of 1955 of $105,247.

Ervin F. Lyke, president of Veterans Broadcasting Co. Inc., which owns and operates WVET-AM-TV, said in a statement Friday:

"The proposal made by stations WVET-TV and WHEC-TV for reversed share-time operations on an available uhf channel in conjunction with their current share-time operations on ch.

NEW LOWEST PRICED

REMOTE CONTROL SYSTEM

MEETS FCC REQUIREMENTS OF SINGLE TRANSMITTER STATIONS

Here's a new, reliable system with sufficient capacity to meet FCC requirements for single transmitter stations. Engineered with the same quality components and workmanship as more elaborate Rust systems, its simplicity of design minimizes installation and maintenance work. Thousands of dollars can be saved annually with this economical remote control. Why not investigate the possibility for your station?

GET THE FACTS! WRITE US TODAY!

RUST industrial co., inc.
130 SILVER STREET
MANCHESTER, N.H.

MODEL 108 SERIES E

Complete with control relays for filament and plate power, motorized plate rheostat, all FCC required tower light and transmitter remote metering units.

$695.00

May we be serious a moment?

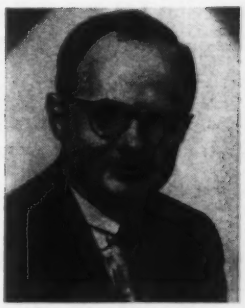
Bob Johnson
News Editor

This is the big gold traveling trophy which has just been awarded to WMT by the Radio-Television News Directors Association.

Named "The Outstanding Radio News Operation in 1955," WMT salutes the newsmen who earned this award.

The WMT Radio news staff consists of 7 newsmen with a combined total of 100 years in news reporting. The operation also includes 50 news-gathering correspondents throughout Eastern Iowa, and 6 major leased-wire news services.

All the news that's fit to hear—including much heard nowhere else—thanks to complete local, regional, national and international coverage. That's WMT's objective. We believe that our staff comes pretty close to achieving it.



Bob Bruner

Jim Shirek

Henry Lippold

Dick Cheverton
News Director

Bill Roberts

Cole McMartin

Time Buying
CHECK LIST
FOR THE
DURHAM-RALEIGH
MARKET

1. TOP COVERAGE
☑ WTVD
now 280,540 sets

2. TOP PROGRAMS
☑ WTVD
best of NBC-ABC

WTVD
Channel 11
DURHAM-RALEIGH
Call Edward Petry Co.

KVWO
RADIO
Wm. T. Kemp
Box 926 2-6433
CHEYENNE
Wonderful Wyoming
Jos. Hershey McGillvra
NEW YORK, CHICAGO, ATLANTA
SAN FRANCISCO, LOS ANGELES
Mary Briley
DENVER
Hooper & other
Surveys Prove
KVWO
Wonderful Wyoming's
Most Listened-To Station

10, if extended nationwide, could substantially ameliorate the problem the industry faces in developing television in mixed uhf and vhf markets."

In addition to the two vhf channels, Rochester has three uhf channels assigned. In 1953 WRNY Rochester received a grant for ch. 27 but surrendered the permit last summer. WBBF Rochester holds a grant for ch. 15, and the State of New York holds a permit for educational ch. 21. Neither is on the air.

Pittsburgh Ch. 11 Case Ordered for Rehearing

REHEARING in the Pittsburgh ch. 11 case was ordered by the FCC last week. This involves the July 20 grant of the Pittsburgh vhf channel to WWSW Inc., the result of a merger agreement between the *Pittsburgh Post-Gazette* and WJAS that city.

Basis of the rehearing, according to the FCC order, is whether ownership changes have taken place in the grantee (WIIC [TV]) in violation of Commission rules. Also in issue are financial qualifications and overlap considerations.

The Commission's action was taken on a plea for reconsideration by ch. 16 WENS (TV) Pittsburgh. The uhf station's request for a stay of the grant was denied by the Commission. WENS has waged an unsuccessful attempt to file an application in competition to WWSW Inc. for the vhf facilities.

In October, WENS secured an appellate court order staying the effectiveness of the Pittsburgh grant until five days after the Commission disposed of the then pending petition for rehearing. There is disagreement among attorneys whether last week's FCC action constitutes "disposition." It is believed one of the adversaries will ask the court to clarify its intent.

The Appeals Court, on Thursday, refused to modify its stay order to permit construction to continue.

Under the merger agreement, WWSW Inc. received the grant. After WJAS-AM-FM is disposed of, stockholders will become 50% owners of the ch. 11 station. WWSW radio properties have already been transferred to the parent Post-Gazette Co.

The FCC questioned whether some of the provisions of the agreement have not already gone into effect. Reference was made to employment contracts with WJAS executives and veto power of WJAS stockholders over WWSW Inc. corporate affairs.

Although these provisions have been eliminated, the Commission said it was not satisfied that the problems have been resolved.

The Commission also raised the question of overlap between WWSW and WHJB Greensburg, Pa. WHJB is owned by WJAS principals.

WENS was made a party to the rehearing. Its request that its application for ch. 11 be accepted was again denied.

Bible Won't Run Again

SEN. ALAN BIBLE (D-Nev.), who joined the Senate Interstate & Foreign Commerce Committee last January [B•T, Jan. 17], said last week he will not seek re-election next fall. The Nevada Democrat was elected Nov. 2, 1954, to fill the unexpired term of the late Sen. Pat McCarran (D-Nev.) which ends Jan. 3, 1957.

Friends of Sen. Bible said he feels he is unsuited for the rough-an'-tumble of politics and that his family doesn't like Washington. They say he has been particularly annoyed at the often unthinking and frequently bitter criticisms leveled at those in politics.

ZONE 1 TOWER RULE RESCINDED

FCC's tall towers decision reversed and made part of other pending rule-making proceeding. Ch. 9 permitted in Elmira.

THE FCC took two more steps last week in its drive to unlock its jammed tv calendar.

It rescinded its decision last July to permit Zone I vhf stations to broadcast with maximum power from antennas 1,250 ft. above average terrain. And it authorized the drop-in of ch. 9 to Elmira, N. Y.

At the same time, the Commission's Broadcast Bureau filed objections to uhf petitions for intervention in pending vhf hearing cases.

The week also saw the second appeal filed with the U. S. Court of Appeals against the FCC's decision to assign ch. 10 to Vail Mills, N. Y., outside of Albany, N. Y. [B•T, Nov. 14]. This was filed by ch. 19 WMGT (TV) Pittsfield, Mass. Two weeks ago, ch. 35 WTRI (TV) Albany also filed an appeal against the Vail Mills drop-in [B•T, Nov. 28].

In vacating its Zone I order, the Commission made this proceeding part of the general allocations rule-making proceeding—the deadline for comments on which still remains Dec. 15.

However, the Commission added a footnote to the present antenna height-power rule to permit vhf stations in Zone I which had received permission to relocate their transmitters and build towers in excess of 1,000 ft. after the issuance of the Third Notice (March 1951) and had completed or substantially completed such construction prior to the issuance of the Sixth Report (April 1952) to use maximum power at the height specified in such authorization. This applies to WBEN-TV Buffalo, N. Y., which built its 1,210 ft. antenna at Colden, N. Y., under such an authorization.

In making the Zone I antenna height matter part of the general allocations proceeding, the Commission said this will also include suggestions that certain stations in Zone II be permitted to operate at maximum power regardless of antenna height.

Under present rules, vhf stations in Zone I are made to cut back from maximum power if their antennas are more than 1,000 ft. above average terrain. In Zones II and III, 2,000 ft. towers are permitted without power penalty.

Although the revised Zone I antenna height rule was authorized last summer, the effective date has been postponed successively because of objections by the Defense Dept., airlines and pilots associations, WNHC-TV New Haven and the Uhf Industry Coordinating Committee.

In assigning ch. 9 to Elmira, the Commission found that this move met all criteria, including mileage separations, under present rules. This was similar to the reasoning in the Vail Mills drop-in. The move of ch. 9 to Elmira had been asked by ch. 24 WTVE, which also requested that a show cause order be issued to permit the uhf station to move to the vhf channel. This latter request the FCC denied, making ch. 9 available for any applicant. It also turned down a request by WWPA Williamsport, Pa., for the allocation of ch. 9 to Blossburg, Pa. Elmira was a larger city and needed the vhf facility more, the Commission said.

In filing its appeal, WMGT also asked for an injunction against the effective date of the ch. 10 Vail Mills assignment. WMGT claimed that this allocation drop-in meant its demise. WMGT said it had invested $676,847 in capital and had $295,021 in losses operating ch. 19.

They talk of Pigeons and Glitch

"Pigeons" are not birds to a Bell System technician. They are impulse noises causing spots which seem to fly across the TV picture. And when he talks of "glitch" with a fellow technician, he means a low frequency interference which appears as a narrow horizontal bar moving vertically through the picture.

It is important that our technicians can describe the quality of their signals in terms which mean the same to Bell System technicians in television operating centers along the line.

They continually check their monitors and oscilloscopes to guard the quality of the signal as it wings across the nation. If one of them notes any defect in the picture, he may want to compare the signal he is receiving with those received by monitors back along the line. It is important that they talk a uniform language with precise definitions. That way they quickly isolate the point of interference and correct it.

This teamwork along Bell System lines is another item which assures the network that the signals represent the best possible service that Bell System ingenuity can provide.

BELL TELEPHONE SYSTEM

PROVIDING TRANSMISSION CHANNELS FOR INTERCITY TELEVISION TODAY AND TOMORROW

Boyd Evans

Star of

Alabama Farmers' Journal
WAPI 5:45 to 6 a.m.

Alabama Farmers' Time
WAFM 12 to 12:15
(fed Statewide Network)

NOON EDITION
WABT 12:18 to 12:23
—all Monday through Friday

These programs of Farm Service (not "Farm Entertainment") are heard and heeded by substantial farmers all over Alabama. Boyd is well fitted for this work. He attends about 2 farm meetings a week and speaks to more than 100,000 farmers every year.

Stars Sell on Alabama's greatest radio station

WAPI
Birmingham
Represented by John Blair & Co.
Southeast, Harry Cummings

greatest TV station

WABT
Birmingham
Represented by BLAIR-TV

facility. It also indicated that if ch. 10 were permitted to be moved into Vail Mills, it (WMGT) would apply for it.

The appeal also said: "The Report and Order, in allocating ch. 10 to Vail Mills, aggravates the present intermixture problem in the Pittsfield-Capital [Albany] area at a time when the Commission has ordered a general rule-making proceeding professedly designed to study deintermixture on a nationwide basis and if need be to shift existing vhf operations to uhf. Unless the Report and Order is construed as only 'tentatively' allocating ch. 10 to Vail Mills, the Commission would stand accused of prejudging the general rule-making proceeding now in progress and the weight it intends to give to city-by-city allocation data. . . ."

The Broadcast Bureau's oppositions to the uhf petitions to intervene in pending vhf cases claimed the filings were "much too late" and the intervention if granted would be "fruitless."

The uhf petitions [B•T, Nov. 28] not only asked for intervention, but also asked that final decisions in the pending vhf hearing cases be stayed.

The Broadcast Bureau charged that the petitioners were not interested in the outcome of the hearings, but only "in preventing a grant to either applicant."

The Bureau chided the petitioners for suggesting that the Commission might be influenced in considering deintermixture between a situation where there was no vhf operating and where there was one in existence.

"This argument," the Bureau said, "implies that the Commission will be less than diligent in considering the overall uhf-vhf problem in pursuing the true public interest . . . (furthermore) the Commission in adopting its Notice of Proposed Rule-Making made it clear that deintermixture is only one of a number of possible solutions. . . ."

In situations where oral argument has not yet been held, the Bureau said that a stay would result in jeopardizing the losing applicant's right of appeal. It would also be unfair to the winner, the Bureau said.

TV MUST RAISE PUBLIC TASTE—McCONNAUGHEY

It's not enough just to serve public taste, FCC chairman says in addressing Sylvania Awards dinner. He blasts 'bar-room' material and overcommercialism.

AMERICAN telecasters must judge the "good taste" of what goes out over the air from their stations, FCC Chairman George C. McConnaughey said last week.

". . . With unforgivable frequency the American living room is being fed material more appropriately reserved for the bar-room or midway," the FCC chairman told an audience assembled at the Sylvania Television Awards dinner in New York (see separate story on page 109).

Mr. McConnaughey, who also referred to bait-and-switch advertising as offensive, told broadcasters that "the job is not only to serve the public taste, but to raise it a little."

"The best guidance and discipline is self-guidance and self-discipline," Mr. McConnaughey said. He declared that he hoped the industry will solve its own program problems and maintain high standards.

"Do not for a minute relax vigilance," he added. "The heritage is so vital to our continued existence as a free people that there ought to be screams any time your government gets close to the prize."

The Commission is forbidden to exercise censorship over program content, Mr. McConnaughey recalled.

". . . Not one of us, I am sure, would trust any other commissioner or combination of commissioners, past, current or future with the power to control what comes out of a radio or television receiver," Mr. McConnaughey said. "This has got to be in the hands of the public . . ."

Lengthy commercials also came in for admonishment by Mr. McConnaughey. "I do not believe that the long commercial carries greater selling impact than the short, punchy message," the FCC chairman said. "Nor do I believe that piling up commercials is a significant accomplishment. Listeners who have heard one program and are waiting for another have to expect a plug to intervene. But when they have one or more announcements, they have a reasonable right to expect a program to intervene."

Expressing his "bullish" attitude toward color tv, Mr. McConnaughey said:

"I am a color enthusiast. . . . It makes a picture look sharper and more life-like and will open up to television whole new areas in programming and in attracting business."

Color production should really get going next year, Mr. McConnaughey declared, "and usher in an era where the color set will be as commonplace in the home as black-and-white is now."

BASEBALL MEN TOLD PAY TV NOT AT HAND

PAY TV is not around the corner. That is what FCC Chairman George C. McConnaughey—a college varsity pitcher (Denison U., 1920)—told the National Assn. of Professional Baseball Leagues last week in Columbus, Ohio.

"Whatever course pay-as-you-see or free television might take," Mr. McConnaughey told the baseball delegates, "there is at least a strong possibility, if not probability, that it will not be included in tomorrow's headlines."

After reviewing the unprecedented volume of comments and correspondence on subscription tv received by the FCC (25,000 filling nearly 70 reference volumes), he referred to "a great deal of opinion" that the matter of pay tv cannot be authorized by the Commission without legislation by Congress. "If that develops," he added, "I am sure you know the added difficulties that would be presented to any speedy action."

The FCC chairman spoke out on the "confusion and misinformation" regarding the ability of a tv station to broadcast free and fee programs on the same channel. "At the present stage of the television art," he said, "this simply is not possible. Any given channel or television station at any particular time must be utilized wholly either for toll tv or free tv programs."

The convention also heard minor leagues President George M. Trautman call for additional curbs to be placed on the broadcasting and telecasting of major league games into minor league territory.

He told big league baseball "to quit broadcasting us to death or some day you may be out of business yourselves."

"I have a memory of a basic economic principle I learned in college," Mr. Trautman said. "It is simply that you can't put a superior product out for free in competition with an-

other product which isn't quite as good and charge money for it.

"Well, that's the way it is in minor league baseball. The fans in many cities get their superior product, which is major league baseball, right in their living rooms by switching a dial on their radio or changing the channel on their tv."

WWBZ REVOKED FOR RACING NEWS

FCC withdraws license of Vineland, N. J., station for horse racing broadcasts; orders WWBZ off air within 60 days.

THE LICENSE of WWBZ Vineland, N. J., was revoked by the FCC last week on grounds the station broadcast horse racing information. The station was given 60 days in which to cease operation. Comr. Robert E. Lee dissented and Comr. Richard A. Mack abstained.

The Commission found that the horse racing broadcasts were used by gamblers. WWBZ discontinued broadcasting race results last March following an initial decision by FCC Chief Hearing Examiner James D. Cunningham recommending that the station's application for renewal of license he denied [B•T, March 14].

The proceedings date back to February 1952 when the FCC set for hearing WWBZ's application for renewal of license. Subsequent changes in WWBZ's programming policy with respect to horse racing broadcasts came too late and paralleled "too closely the movement of the adjudicatory proceeding," the Commission said.

Although the FCC has initiated actions against other stations because of overemphasis in horse racing broadcasts, in only one of those cases has the Commission issued a revocation order (WTUX Wilmington, Del.). Renewal was granted, however, following a review of the case.

The FCC said the reputations of the WWBZ owners were excellent and that there was no evidence of a tie-in with the gambling interests. Likewise, the Commission declared that sponsors of the programs featuring race results were reputable businesses and in no way identifiable with the illegal activities.

WWBZ, whose final recourse to the FCC decision is an appeal to the courts, received some encouragement in the lone dissent to the revocation order. Comr. Lee said he was convinced that "this precedent-making decision will not stand up in court. . . ." Comr. Lee said that while there was a certain "inbalance" in WWBZ's programming, he did not consider it "inordinate."

Exemption of Radio-Tv From Lobbying Act Pushed

SEN. JOHN F. KENNEDY (D-Mass.), author of a bill to exempt radio and tv stations from the provisions of the Federal Lobbying Regulation Act, last week reiterated his intention of holding hearings on the measure (S 2308) early in the next session of the 84th Congress. Newspapers and published periodicals already are exempt from the present act's provisions.

Sen. Kennedy, who introduced his bill last summer [AT DEADLINE, June 27], said he has asked more than 200 registered lobbyists to testify at hearings next year by the Senate Government Operations Reorganization Subcommittee, of which he is chairman.

IT'S Col.-Comr. Robert T. Bartley (r) from now on. The Texas commissioner receives his "commission" as a Kentucky Colonel from Gilmore N. Nunn, president-elect of the Kentucky Broadcasters Assn. and president and 51% owner of WLAP-AM-FM-TV Lexington, Ky. The presentation took place in Mr. Bartley's office in Washington last week.

Council of Churches Opposes Cutting Educational Channels

NOTICE was given to the FCC last week that any moves to delete educational tv reservations will meet with opposition from the National Council of Churches of Christ in the U.S.A.

The National Council, through its Broadcasting & Film Commission, filed with the FCC objections to petitions which called for the deletion of educational chs. 5 at Weston, W. Va., and 3 at College Station, Tex. The former was asked by WJPB-TV Inc., Fairmont, W. Va., the latter by John M. Lawrence II.

The Council, which through its groups represents about 36 million people, called tv "the most effective medium of mass communication yet devised by man." As democracy depends on communication, the Council said, upon the ability to use tv successfully ". . . may depend our survival as a democratic community."

Army Names Maj. Clagett Chief of Radio-Tv Branch

MAJ. THOMAS B. CLAGETT was announced as the new chief of the Army public information division's radio-tv branch last week upon the reassignment of Lt. Col. Tom O. Mathews, in that position for the past 3½ years, to Brooke Army Medical Center at Ft. Sam Houston, Tex.

Lt. Col. Mathews, known in the agency and network fields as Army contact for national radio and tv network shows requiring Army assistance or cooperation, will leave soon for his new assignment, the Dept. of the Army announced. Lt. Col. Mathews acted as executive supervisor for *The Big Picture*, weekly Army tv film series distributed by the Signal Corps Pictorial Center and currently seen on more than 360 U. S. tv stations.

Maj. Clagett, who has been acting as assistant to Lt. Col. Mathews at the Pentagon in Washington since 1953, has been assigned to Army radio and tv for a number of years. During the Korean conflict he headed the radio-tv division of the Far East and United Nations Command.

Commissioners Given Pilots' View of Towers

Quick air trip to Dayton gives FCC first hand report of pilot's problem in avoiding tall towers when flying without visual contact with ground.

FIVE FCC commissioners got a "pilot's eye view" of tall tv towers last week when the Air Force flew them and half-dozen staff personnel from Washington to Wright Field, Dayton, Ohio, and back again in one day.

The trip, by Convair, took place last Tuesday. The flight was in sunny weather at the start, but hit clouds and snow in its second half. Among the half-dozen towers viewed were the 1,000-ft. above ground radiator of WSAZ-TV Huntington, W. Va., and the WHIO-TV Dayton, Ohio, tower. The pilot made several approaches to these towers, causing one commissioner to state, "Now I can appreciate what a pilot feels when he's flying in soupy weather and cannot find a tall tower." He added, "Now I can understand the tall tower problem; much better than from the ground."

Aboard the flight were FCC Comrs. Rosel H. Hyde, Edward M. Webster, Robert E. Lee, John C. Doerfer and Richard A. Mack. Among the staff members were John R. Evans, aviation division chief; Curtis B. Plummer, Safety & Special Service Bureau chief, and James E. Barr, Broadcast Bureau assistant chief. Comr. Robert T. Bartley remained on duty at the FCC; Chairman George C. McConnaughey was out of town.

Pending before the FCC are two tall tower cases where the Dept. of Defense has objected to over-1,000 ft. towers. They are KGEO-TV Enid, Okla., and WSLA-TV Selma, Ala. Earlier in the year, the FCC, over Defense Dept. objections, authorized KSWS-TV Roswell, N. M., to erect an over-1,000-ft. tower.

The military has been objecting to towers more than 1,000 ft. above ground. This led to the formation of a joint industry-government committee which drew up a set of recommendations seeking more stringent criteria for FCC approval of tv towers more than 1,000 ft. above ground. The FCC has not yet acted on these recommendations.

Also in existence is another joint industry-government committee which is working on methods to make towers more visible to pilots. Various tests on marking and lighting are being carried out by this committee at the present time.

Newburyport Favored For First Local Am

GRANT of a first station to Newburyport, Mass., would be in the public interest even though the new service would cause interference to existing stations in the area, FCC Hearing Examiner Annie Neal Huntting found last week.

In an initial decision recommending Theodore Feinstein for 1470 kc, 500 w day at Newburyport, Examiner Huntting declared that the need for a first service in that city outweighed the loss of service which will be experienced by WHAV Haverhill, Mass., and WLAM Lewiston, Me.

Examiner Huntting noted that the interference which would be caused to WHAV (1490 kc, 250 w unlimited) by the proposed station would be insignificant. In the case of WLAM (1470 kc, 5 kw directional unlimited),

however, co-channel interference involved would deprive 11,219 persons of service within WLAM's normally protected contour, the examiner pointed out. Against these losses, the examiner said, a first station for Newburyport would bring locally originated programs to 14,111 people and a new service to 58,629 people.

Sarnoff Sees Selling Job In Youth Reserve Program

BRIG. GEN. DAVID SARNOFF, chairman of the board of RCA-NBC and new chairman of the National Security Training Commission [B•T, Nov. 21], said in Washington last week that a job of selling the new reserve program—to both the youth of the country and the public—must be accomplished before the program will be successful. He blames the public's lack of understanding for the slow reception the program has received.

Gen. Sarnoff said there are no definite plans to use radio and/or tv in promoting the program, but there is a possibility one or both may be used in the future.

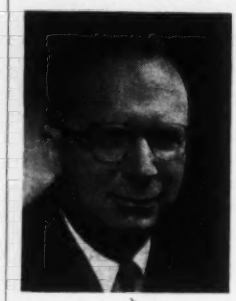
The NSTC is charged with administering the new reserve program, which provides that a youth may spend six months on active duty and complete his military obligations by serving 7½ years in the ready reserve. The reserve law became effective Aug. 9 but at the present time there are only 4,093 taking the six-month training.

WBC NAMES THREE VICE PRESIDENTS

Richard M. Pack, Rolland V. Tooke and Harold C. Lund promoted to new positions by broadcasting company.

THREE key executives of Westinghouse Broadcasting Co. were elected to vice presidencies last week.

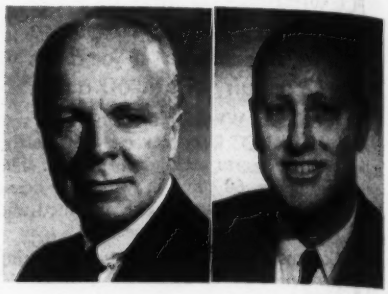
President Donald H. McGannon announced Thursday that Richard M. Pack, national program manager, had been named vice president in charge of programming; Rolland V. Tooke, general manager of WBC's WPTZ (TV) Philadelphia, had been named WBC vice president-Philadelphia, and Harold C. Lund, general manager of KDKA-TV Pittsburgh, had been named WBC vice president-Pittsburgh.



MR. PACK

Mr. Tooke will supervise all WBC activities in the Philadelphia area and the managers of WPTZ and KYW in that city will report to him. Mr. Lund will have a similar position in the Pittsburgh area, with managers of KDKA-AM-TV reporting to him. W. C. Swartley was elected vice president-Boston some time ago, his duties including supervision of WBZ-WBZA and WBZ-TV.

"The growth of television and radio daily imposes upon the broadcaster increasing responsibility," President McGannon said. "Within WBC we are meeting this responsibility by expanding our top management staff to include these new capacities of regional vice presidents. For the present, this expansion is now completed in the three cities where we have both radio and television stations."



MR. LUND MR. TOOKE

WBC also operates WOWO Fort Wayne, Ind.; KEX Portland, Ore., and KPIX (TV) San Francisco.

Mr. Pack's election, Mr. McGannon explained, reflects WBC's continuing emphasis on improvement of local programs on the company's owned stations.

Announcement of the new vice presidencies followed a board meeting which coincided with a three-day session of general managers of WBC stations and headquarters executives and staff in New York. In a dinner meeting, meanwhile, Mr. McGannon's predecessor, Chris J. Witting, now vice president in charge of consumer products for the parent Westinghouse Electric Corp., was awarded the Westinghouse Order of Merit for his work as WBC president (story, page 110).

In the management meeting Monday morning, presiding as president for the first time, Mr. McGannon told the general managers that the impact of both tv and radio "is so far-reaching that we professional broadcasters are unable to estimate the long-range effect on Americans, and more specifically, on the youth of our nation." It is necessary, he said, to "come to certain common understandings and sharpened focus on what are our true objectives."

He summarized radio and tv in this manner:

"Radio today is a vastly different art than that which existed seven to ten years ago. In 1955, radio is a medium that is predominantly local and relies almost entirely on the creative abilities of local staffs and a minimum on network feeds. This is in sharp contrast to the opposite condition which existed prior to the arrival of television. Radio lives on revenue received from local and national clients participating in station-produced shows. The radio operation is today streamlined by necessity and the format is largely service, news and music revolving about strong local personalities.

"The penetration of this new radio is impressive and effective and listeners numbering millions, during broad periods of the day, have been attracted to these local personalities. Profits are to be realized, but in limited amounts and only by able, alert and aggressive management.

"Television, despite its amazing advance, is

From Governor to Gardening Expert . . .
Drue knows 'em all!

The Fabulous *"Girl on the Go"*
DRUE SMITH

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GATES Hi-WATTER SERIES
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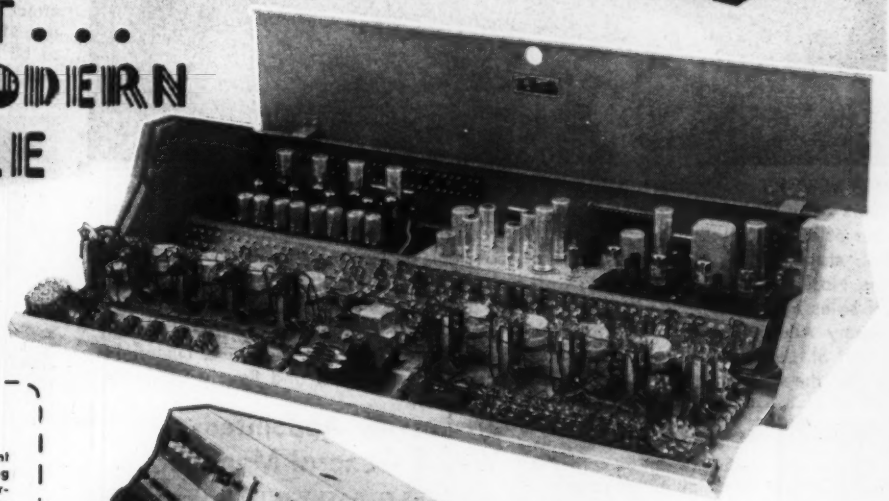

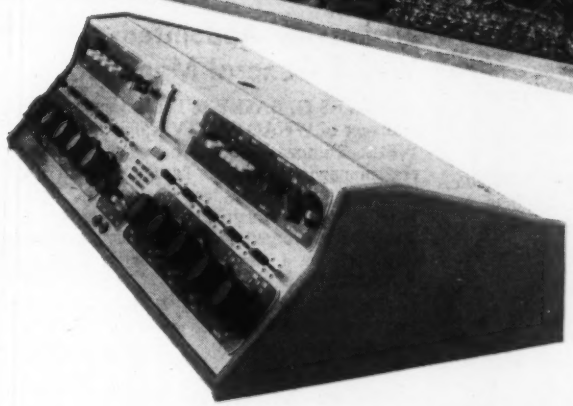

This is new:

- Inbuilt cue/intercom with front panel speaker for both talking and listening on all major circuits without disrupting house monitoring system.
- Inbuilt variable Hi-pass equalizer with front panel control to instantly correct or improve unlooked for program deficiencies.
- 4 tape/projector/turntable channels with individual cue position on each attenuator.
- New era in-serviceability. Reach every part in as much time as it takes to move a hinged panel or chassis.
- Printed wiring for greater reliability — lower cost.
- More of everything—circuit facilities, mixing channels, amplifiers and performance. At least 20 exclusively new or greatly improved upon features.

In the continuing parade of new, modern and up-to-date broadcast equipment, comes the new "Gatesway"—a speech input console that is *new* all the way! *New* functional design, *new* features never before incorporated in standard designs, *new* performance standards and *new* manufacturing methods, manufacturing engineering is the correct wording, that provides far more equipment for each dollar invested. — A brochure on this wonderful new product is ready for you now. Better yet—you can have a new Gatesway *now!*

GATES

GATES RADIO COMPANY - QUINCY, ILLINOIS, U.S.A.

Manufacturing Engineers Since 1922

OFFICES IN.... NEW YORK, WASHINGTON, ATLANTA, HOUSTON, and LOS ANGELES

JOINING FORCES to finalize a St. Louis, Mo., television program deal calling for 624 half hours of tv films are these nine men. L to r: seated, George M. Burbach, general manager of KSD-TV St. Louis, and H. V. McNamara, Chicago, president of the National Tea Co.; standing, W. H. Sievert, general manager of National Food Center Stores, St. Louis, National Tea Co. subsidiary; Carl McIntire, host on the film series; Guy Yeldell, KSD-TV sales manager; Jack Garrison, central division sales manager of Official Films Inc.; Jimmy Allen, KSD-TV account executive; Richard Kirckhoff, president of Pevely Dairy Co., St. Louis, and Granville (Pick) Rutledge, president of Rutledge & Lilienfield, agency for the National Tea Co., National Food Center Stores, and Pevely Dairy Co.

still to mature finally and be stabilized. Our technical staffs have yet to evolve the full potential of this medium, but we can be confident that its future success and public effectiveness relies on the automation that must come. The people of our nation have taken to television with a zest never previously encountered. The appetite of this medium is, in turn, insatiable, and legions of writers, scripts and talent are being regularly absorbed. This is creating no small concern among the industry program producers.

"Broadcasting is a highly 'styled' business. If our product, intangible though it may be, fits the tastes and needs and desires of our audience, we achieve acceptance. If it does not, we are unacceptable. Such tastes are generally more similar than dissimilar, but tire readily. Our industry must anticipate these changes and constantly afford variations to our public that will be of interest to them. This requires investment and research without which the patient and tolerant public we serve will soon become intolerant of our complacency. This is our responsibility if the true stature of both of these media is to be preserved and not dissipated."

In another session of the management conference, held Monday through Wednesday, National Sales Manager Eldon Campbell reported that gross time sales of WBC's five radio stations will be 5% higher this year than in 1954 while those of its four tv stations will be up 13.5% [B•T, Nov. 28].

Mr. Campbell and his sales staff were praised for "phenomenal" performance by President McGannon, who also commended Engineering Vice President Ralph N. Harmon, Mr. Pack and Assistant National Program Manager Bill Kaland, and Advertising-Sales Promotion Manager David Partridge and their respective staffs, and the heads of these departments at the various stations.

Baskerville Appointed WALT General Manager

CHARLES G. BASKERVILLE, former general manager of WNAO-AM-TV Raleigh, N. C., and WFLA Tampa, Fla., has been appointed general manager of WALT Tampa, Harold Kaye, president, announced last week. Mr. Baskerville, a native North Carolinian, has lived in Tampa for over 20 years and only recently returned from a three-year tour of duty with WNAO.

Approval for the sale of WALT to Mr. Kaye and Emil J. Arnold was given by the FCC in October [B•T, Oct. 10].

Crosley Stations Name Three

THREE APPOINTMENTS involving promotion duties were announced by Crosley Broadcasting Corp. last week for WLW and WLWT (TV) Cincinnati. Ray Shannon joined Crosley as director of promotion for WLWT; Robert H. Kimball was appointed promotion director for WLW, and Jack P. Reeder was promoted to director of promotional media for the Crosley stations.

WOR-FM Returns to Air After Two Year Absence

WOR-FM New York was set to return to the air last Friday after a two-year absence, duplicating WOR-AM's programming from 11 a.m. to 1 a.m. EST. WOR-FM will broadcast on 98.7 mc (ch. 254) with 1.7 kw. In announcing the move, Gordon Gray, general manager of WOR-AM-FM-TV, said the fm operation went off the air in December 1953 because fm equipment in use at WOR-TV's transmitter in New Jersey was dismantled when the transmitter was relocated atop the Empire State Bldg. WOR-FM broadcasts, Mr. Gray said, will now emanate from the Empire State Bldg. with a signal receivable by fm listeners located within a 65 mile radius of the skyscraper.

Mr. Gray said the WOR management had received "numerous requests" from listeners that it reinstate fm broadcasts. He said "the renewed interest in fm stems partially, at least, from the highly stimulated interest in high fidelity equipment." He observed that fm broadcasts will be in the form of "a bonus" to WOR-AM advertisers as no additional charge will be made for fm coverage.

FRANK WEBB DIES OF HEART ATTACK

FRANK V. WEBB, 48, vice president-general manager of KFH-AM-FM Wichita, Kan., died unexpectedly last Monday following a heart attack. Mr. Webb worked a full day at the station Monday and KFH staffers said he appeared to be in good health. He was stricken at his home about 6:30 p.m. and was taken to Wesley Hospital where he was pronounced dead at 6:45.

MR. WEBB

Mr. Webb entered radio in 1938 at KTSM Santa Barbara, Calif. (*Santa Barbara News-Press*), following 10 years in advertising and newspaper work. He moved to KTSM from the *News-Press* advertising department. He ran KTSM almost single-handedly, performing as newsman, salesman, writer and broadcaster.

In 1940, he joined Westinghouse as assistant sales manager in charge of advertising and promotion for its then six stations. He was promoted to sales manager of KDKA Pittsburgh, and later was named manager of WGL Fort Wayne, Ind., then a Westinghouse outlet. In 1944, Mr. Webb was elected to the sales managers executive committee of the National Assn. of Broadcasters (NAB), predecessor to the NARTB.

From 1946 to 1948, Mr. Webb served as vice president-general manager of KULA Honolulu. In September of 1948, he moved to Wichita to assume operation of KFH.

Mr. Webb is survived by his wife Isabella, and a daughter, Barbara.

Quick Sale

A TWO-HOUR sales episode last week at WXIX (TV) Milwaukee underscores at least one sponsor's hunger for good sports tv in the Midwest—whether on uhf or vhf. At 9:30 a.m., the CBS-owned ch. 19 station was advised it would have Saturday Big Ten regional basketball telecasts from Dec. 10 on. At 10:30 a.m., word was passed to CBS Spot Sales that the pickups were available for sponsorship. At 11:30 a.m., WXIX flashed Spot Sales to cease selling. First Wisconsin National Bank, Milwaukee, had snapped up the whole series through Cramer-Krasselt in that city.

(*Stations continues on page 95*)

B•T TELESTATUS

A monthly situation report on present and planned tv stations and television network shows

DECEMBER 1955

Total U. S. Stations on Air: 454
(Commercial: 437; Educational: 17)
Total Cities With Tv Stations: 292
Total Tv Homes: 32,000,000
(U. S. Census Bureau, June 1955)

HOW TO READ THIS LISTING

Each station or grantee is listed in the city where licensed.

Triangle (►): station on air with regular programming. Date of grant is shown for permittees, followed by planned starting date.

Channel number is in parentheses, followed by national network affiliations and sales representatives, estimated sets in coverage area and station's highest one-time hourly rate.

Set figures are provided by stations. Queries on set figures should be directed to stations.

Asterisk (*): non-commercial outlet.

Dagger (†): not interconnected.

Data on station color equipment: N, equipped for network color; LS, local color slides; LF, local color film; LL, local live color.

ALABAMA

ANDALUSIA†—
WAIQ (*2) 3/9/55-Unknown

BIRMINGHAM—
►WABT (13) NBC, ABC; Blair; 366,400; N; $750
►WBIQ (*10)
►WBRC-TV (6) CBS; Katz; 360,000; N; $750
WJLN-TV (48) 12/10/52-Unknown

DECATUR†—
►WMSL-TV (23) CBS, NBC; Walker; 31,200; $150

DOTHAN—
►WTVY (9) CBS, ABC; Young; 26,310; $150

MOBILE—
►WALA-TV (10) NBC, ABC; Headley-Reed; 142,000; N; $450
►WKRG-TV (5) CBS; Avery-Knodel; 187,580; N; $400
WKAB-TV (48) See footnote

MONTGOMERY—
►WCOV-TV (20) CBS, ABC; Raymer; 76,550; N; $200
►WSFA-TV (12) NBC; Katz; 116,500; N; $350

MUNFORD†—
►WTIQ (*7)

SELMA†—
WSLA (8) 2/24/54-Unknown

ARIZONA

MESA (PHOENIX)—
►KVAR (12) NBC; Raymer; 141,060; N; $450

PHOENIX—
►KOOL-TV (10) CBS; Hollingbery; 141,060; N; $500
►KPHO-TV (5) Katz; 141,060; N; $450
►KTVK (3) ABC; Weed; 167,000; LF, LS; $400

TUCSON—
►KOPO-TV (13) CBS; Hollingbery; 50,100; $250
►KVOA-TV (4) ABC, NBC; Raymer; 50,500; $250
KDWI-TV (9) 4/19/55-Unknown

YUMA†—
►KIVA (11) CBS, NBC; Raymer; 27,313; $200

ARKANSAS

EL DORADO†—
►KRBB (10) NBC; Pearson

FORT SMITH—
►KFSA-TV (22) NBC, ABC, CBS; Pearson; 36,604; $150
KNAC-TV (5) Rambeau; 6/3/54-Unknown

JONESBORO†—
KBTM-TV (8) 1/12/55-Unknown

LITTLE ROCK—
►KARK-TV (4) NBC; Petry; 118,694; N; $400
►KATV (7) (See Pine Bluff)
►KTHV (11) CBS; Branham

PINE BLUFF—
►KATV (7) CBS, ABC; Avery-Knodel; 118,694; N; $450

TEXARKANA—
►KCMC-TV (6) See Texarkana, Tex.

CALIFORNIA

BAKERSFIELD—
►KBAK-TV (29) ABC; Weed; 95,000; $275
►KERO-TV (10) NBC, CBS, Hollingbery; 200,000; N; $500

BERKELEY (SAN FRANCISCO)—
►KQED (*9)

CHICO—
►KHSL-TV (12) CBS, ABC, NBC; Avery-Knodel; 68,100; $250

CORONA†—
KCOA (52), 9/16/53-Unknown

EUREKA—
►KIEM-TV (3) CBS, ABC, NBC; Hoag-Blair; 27,000; $200

FRESNO—
►KJEO (47) CBS, ABC; Branham; 169,000; N; $500
►KMJ-TV (24) NBC; Raymer; 169,000; N, LF, LS; $500
KARM (12) Bolling; Initial Decision 8/3/54
KBID-TV (53) See footnote

LOS ANGELES—
►KABC-TV (7) ABC; Petry; 2,240,384; $1,750
►KCOP (13) Weed; 2,240,384; $1,250
►KHJ-TV (9) DuM; H-R; 2,240,384; N; $1,200
►KNXT (2) CBS; CBS Spot Sls.; 2,240,384; N, LS, LF, LL; $2,700
►KRCA (4) NBC; NBC Spot Sls.; 2,240,384; N, LS, LF, LL; $3,600
►KTLA (5) Raymer; 2,240,384; LS, LF, LL; $1,500
►KTTV (11) Blair; 2,240,384; $1,750
KBIC-TV (22) 2/10/52-Unknown

MODESTO†—
KTRB-TV (14) 2/17/54-Unknown

SACRAMENTO—
►KBET-TV (10) CBS; H-R; 381,328; N, LF, LS; $600
►KCCC-TV (40) ABC, NBC; Weed; 165,000; $400
►KCRA-TV (3) NBC; Petry; 371,000; $650

SALINAS (MONTEREY)—
►KSBW-TV (8) CBS, ABC, NBC; H-R; 110,850; $350

SAN DIEGO—
►KFMB-TV (8) CBS, ABC; Petry; 407,092; N; $800
►KFSD-TV (10) NBC, ABC; Katz; 407,000; N; $700

SAN FRANCISCO—
►KGO-TV (7) ABC; Petry; 1,163,810; $1,200
►KPIX (5) CBS; Katz; 1,163,810; N; $1,250
►KRON-TV (4) NBC; Free & Peters; 1,163,810; N, LS, LF, LL; $1,500
►KSAN-TV (32) Stars National; 325,000; $225
KBAY-TV (20) 3/11/53-Unknown (granted STA 9/15/54)

SAN JOSE†—
►KNTV (11) Bolling; 548,159; $350

SAN LUIS OBISPO—
►KVEC-TV (6) ABC, CBS; Grant; 96,420; $200

SANTA BARBARA—
►KEYT (3) ABC, CBS, NBC; Hollingbery; 227,918; $450

STOCKTON†—
►KOVR (13) DuM; Blair; 1,162,340; $700
►KTVU (36)

TULARE (FRESNO)—
►KVVG (27) 150,000; $325

VISALIA†—
KAKI (43) 10/6/54-Unknown

COLORADO

COLORADO SPRINGS—
►KKTV (11) CBS, ABC; Bolling; 60,688; $200
►KRDO-TV (13) NBC; Pearson; 45,000; $125

DENVER—
►KBTV (9) ABC; Free & Peters; 317,901; $600
►KLZ-TV (7) CBS; Katz; 317,901; N; $650
►KOA-TV (4) NBC; Petry; 317,901; N; $650
►KTVR (2) DuM; Hoag-Blair; 317,901; N; $400
KRMA-TV (*6) 7/1/53-Jan. '56

GRAND JUNCTION†—
►KFXJ-TV (5) NBC, CBS, ABC; Holman; 14,923; $120

PUEBLO—
►KCSJ-TV (5) NBC; Avery-Knodel; 57,350; $150

CONNECTICUT

BRIDGEPORT—
►WICC-TV (43) ABC, DuM; Young; 72,340; $200
WCTB (*71) 1/29/53-Unknown

HARTFORD—
►WGTH-TV (18) CBS; H-R; 351,000; $500
WCHF (*24) 1/29/53-Unknown
Travelers Bcstg. Service Corp. (3) Initial Decision 5/31/55

NEW BRITAIN—
►WKNB-TV (30) NBC; Bolling; 337,536; N; $500

NEW HAVEN†—
►WNHC-TV (8) ABC, CBS; Katz; 948,702; N, LF, LS; $800
WELI-TV (59) H-R; 6/24/53-Unknown

NEW LONDON†—
WNLC-TV (26) 12/31/52-Unknown

NORWICH†—
WCNE (*63) 1/29/53-Unknown

STAMFORD†—
WSTF (27) 5/27/53-Unknown

WATERBURY—
►WATR-TV (53) ABC; Stuart; 215,400; $200

DELAWARE

WILMINGTON—
►WPFH (12) NBC, DuM; Meeker; 2,051,000; N, LS, LF; $1,000

DISTRICT OF COLUMBIA

WASHINGTON—
►WMAL-TV (7) ABC; Katz; 600,000; $750
►WRC-TV (4) NBC; NBC Spot Sls.; 752,000; N; $1,250
►WTOP-TV (9) CBS; CBS Spot Sls.; 688,880; N, LS; $1,500
►WTTG (5) DuM; H-R; 670,000; $600
WETV (20) 10/21/54-Unknown
WOOK-TV (14) 2/24/54-Unknown

FLORIDA

CLEARWATER†—
WPGT (32) 12/2/53-Unknown

DAYTONA BEACH†—
WESH-TV (2) McGillvra; 7/8/54-Jan. 1, '56

FORT LAUDERDALE—
►WITV (17) ABC; Forjoe; 244,120 (also Miami); $400

FORT MYERS†—
►WINK-TV (11) CBS, ABC; McGillvra; 16,140; $150

FORT PIERCE†—
WTVI (19) 4/19/55-Unknown

JACKSONVILLE—
►WJHP-TV (36) ABC, NBC; Perry; 98,896; N; $200
►WMBR-TV (4) CBS, ABC; CBS Spot Sls.; 308,385; N; $700
WOBS-TV (30) Stars National; 8/12/53-Fall '55
Jacksonville Bcstg. Corp. (12) Initial Decision 4/4/55

MIAMI—
►WGBS-TV (23) NBC; Katz; 250,381; N; $500
►WTHS-TV (*2) 290,000;
►WTVJ (4) CBS; Free & Peters; 339,600; N; $900
►WITV (17) See Fort Lauderdale
WMFL (33) 12/9/53-Unknown
Biscayne Tv Corp. (7) Initial Decision 1/17/55

MIAMI BEACH†—
WKAT Inc. (10) Initial Decision 3/30/55

ORLANDO—
►WDBO-TV (6) CBS, ABC, NBC; Blair; 111,875; N; $250
WORZ Inc. (9) Initial Decision Aug. 10
WEAL-TV (18) 9/21/55-Unknown

PANAMA CITY—
►WJDM (7) ABC, CBS, NBC, DuM; Hollingbery; 30,100; $150

PENSACOLA—
►WEAR-TV (3) ABC, CBS; Hollingbery; 107,000; $250
►WPFA (15) McGillvra; 32,500

ST. PETERSBURG†—
►WSUN-TV (38) ABC; Weed; 175,874; $325

TAMPA—
►WFLA-TV (8) NBC; Blair; 214,589; N, LF, LS; $500
►WTVT (13) CBS; Avery-Knodel; 214,000; N, LF, LS; $500

WEST PALM BEACH—
►WEAT-TV (12) ABC, CBS; H-R; 301,875; $200
►WIRK-TV (21) Cooke; 48,000; $150
►WJNO-TV (5) NBC, CBS, DuM; Venard; 301,875; $250

GEORGIA

ALBANY†—
►WALB-TV (10) ABC, NBC, DuM; Burn-Smith; 45,000; $200

ATLANTA—
►WAGA-TV (5) CBS; Katz; 577,900; N, LF, LS; $1,000
►WLWA (11) ABC; WLW Sls.; 506,475; $800
►WSB-TV (2) NBC; Petry; 516,140; N, LS, LF; $900
WQXI-TV (36) See footnote

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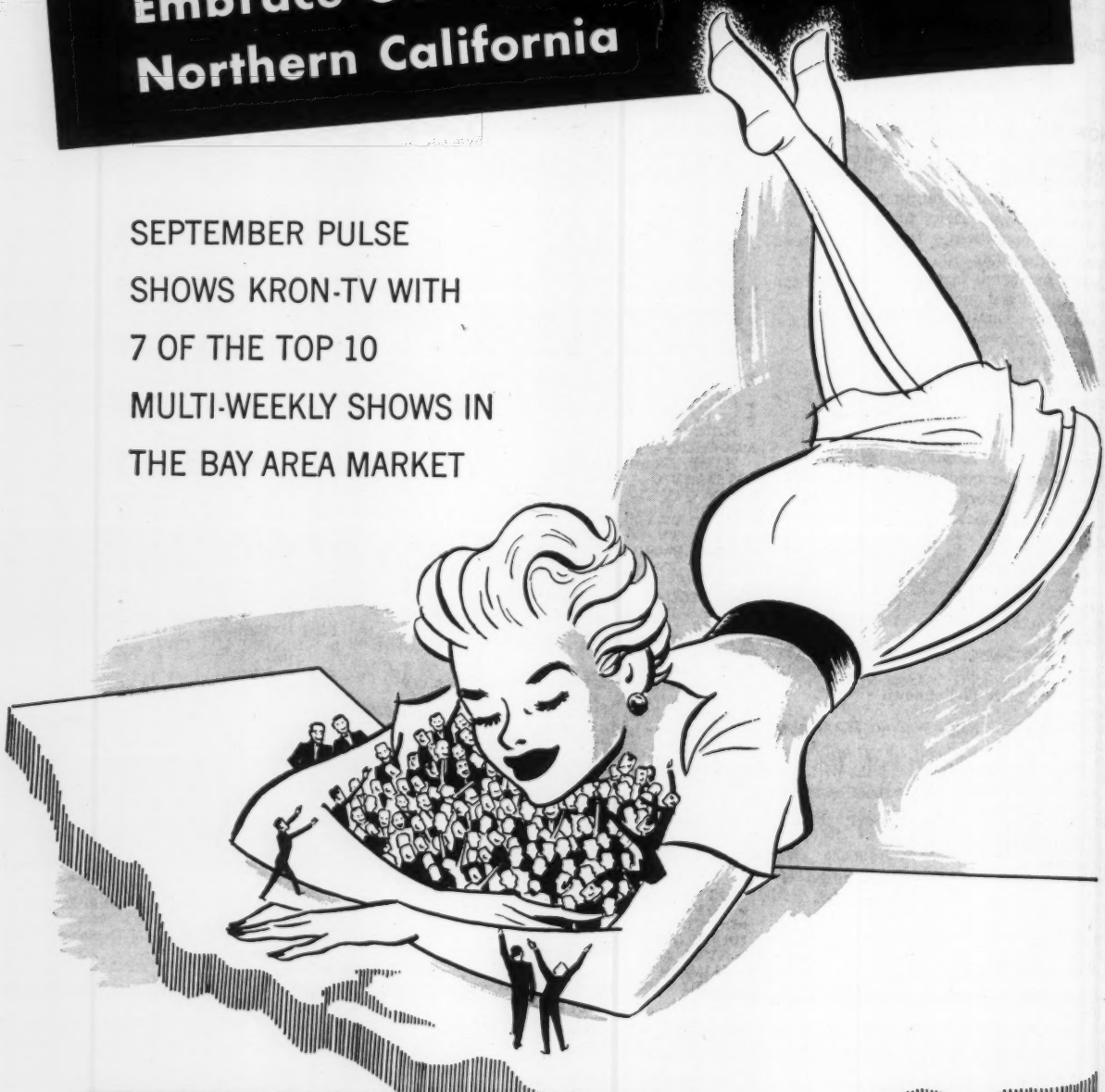

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KRON TV
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Represented Nationally by Free & Peters, Inc.

No. 7 in the series, "What Every Time Buyer Should Know About KRON-TV"

B•T TELESTATUS

AUGUSTA—
► WJBF (6) NBC, ABC; Hollingbery; 184,000; N; $250
► WRDW-TV (12) CBS; Headley-Reed; 154,400; $250
COLUMBUS—
► WDAK-TV (28) NBC, ABC, DuM; Headley-Reed; 136,959; N; $220
► WRBL-TV (4) CBS, ABC; Hollingbery; 187,327; N; $300
MACON—
► WMAZ-TV (13) CBS, ABC; NBC (per program basis); Avery-Knodel; 108,103; N; $300
WOKA (47) See footnote
ROME†—
► WROM-TV (9) McGillvra; 174,330; $150
SAVANNAH—
► WTOC-TV (11) CBS, ABC; Avery-Knodel; 150,402; $250
WSAV-TV (3) 1/26/55-Unknown
THOMASVILLE†—
► WCTV (6) CBS, NBC, ABC; Meeker; 60,000; $200

IDAHO

BOISE†—
► KBOI-TV (2) CBS; Free & Peters; 54,350; $150
► KIDO-TV (7) ABC, NBC; Hoag-Blair; 49,800; $250
IDAHO FALLS†—
► KID-TV (3) CBS, ABC, NBC; Gill-Perna; 41,033; $175
LEWISTON†—
KLEW-TV (3) 2/9/55-12/1/55
TWIN FALLS†—
► KLIX-TV (11) CBS, ABC; Gill-Perna; Moore & Lund; 13,900
Magic Valley Tv Corp. (13) 11/9/55-Unknown

ILLINOIS

BLOOMINGTON—
► WBLN (15) McGillvra; 113,242; $200
CHAMPAIGN—
► WCIA (3) CBS, NBC; Hollingbery; 335,560; N; $700
CHICAGO—
► WBBM-TV (2) CBS, CBS Spot Sls.; 2,323,200; N; $3,300
► WBKB (7) ABC; Blair; 2,237,900; $2,200
► WGN-TV (9) Hollingbery; 2,325,000; $1,500
► WNBQ (5) NBC; NBC Spot Sls.; 2,286,000; LS, LF; $3,700
► WTTW (*11)
WHFC-TV (26) 1/8/53-Unknown
WIND-TV (20) 3/9/53 Unknown
WOPT (44) 2/10/54-Unknown
DANVILLE—
► WDAN-TV (24) ABC; Everett-McKinney; 50,000; $150
DECATUR—
► WTVP (17) ABC, NBC; Bolling; 171,500; $300
EVANSTON†—
WTLE (32) 8/12/53-Unknown
HARRISBURG†—
► WSIL-TV (22) ABC; Walker; 30,000; $150
PEORIA—
► WEEK-TV (43) NBC; Headley-Reed; 244,420; N; $400
► WTVH (19) CBS, ABC; Petry; 231,056; N; $350
WIRL Tv Co. (8) Initial Decision 11/5/54
QUINCY† (HANNIBAL, MO.)—
► WGEM-TV (10) ABC, NBC; Avery-Knodel; 150,000; N; $200
► KHQA-TV (7) See Hannibal, Mo.
ROCKFORD—
► WREX-TV (13) CBS, ABC; H-R; 260,050; N; $400
► WTVO (39) NBC; Headley-Reed; 116,000; $250
ROCK ISLAND (DAVENPORT, MOLINE)—
► WHBF-TV (4) CBS, ABC; Avery-Knodel; 273,450; N; $700
SPRINGFIELD—
► WICS (20) ABC, NBC; Young; 103,580; $250
Sangamon Valley Tv Corp. (2) Initial Decision 11/30/54
URBANA†—
► WILL-TV (*12)

INDIANA

ANDERSON†—
WCBC-TV (61) 2/2/55-Unknown
BLOOMINGTON—
► WTTV (4) ABC, NBC; Meeker; 684,201; (also Indianapolis); N; $800
ELKHART—
► WSJV (52) ABC; H-R; 216,135; $300
EVANSVILLE—
► WFIE (62) ABC, NBC, DuM; Venard; 100,273; $300
► WEHT (50) See Henderson, Ky.
Evansville Tv Inc. (7) Initial Decision 10/4/54
FORT WAYNE—
► WKJG-TV (33) NBC; Raymer; 144,230; N; $400
► WINT (15) See Waterloo
WANE-TV (69) Bolling; 9/29/54-Unknown
INDIANAPOLIS—
► WFBM-TV (6) NBC; Katz; 660,000; N, LL, LF, LS; $960
► WISH-TV (8) CBS; Bolling; 660,000; N; $1,000
► WTTV (4) See Bloomington
Mid-West Tv Corp. (13) Initial Decision 6/7/55
LAFAYETTE—
► WFAM-TV (59) CBS; Rambeau; 115,000; $200
MUNCIE—
► WLBC-TV (49) ABC, CBS, NBC, DuM; Holman, Walker; 107,250; N; $225
PRINCETON†—
WRAY-TV (52) See footnote
SOUTH BEND—
► WNDU-TV (46) NBC; Meeker; 176,700; N; $500
► WSBT-TV (34) CBS, DuM; Raymer; 206,363; N; $400
TERRE HAUTE—
► WTHI-TV (10) CBS, ABC, NBC; Bolling; 191,760; N; $400
WATERLOO (FORT WAYNE)—
► WINT (15) CBS, ABC; H-R; 139,625; N; $300

IOWA

AMES—
► WOI-TV (5) ABC; Weed; 316,000; N; $500
CEDAR RAPIDS—
► KCRG-TV (9) ABC; Hoag-Blair; 288,660; $325
► WMT-TV (2) CBS; Katz; 317,160; N; $500
DAVENPORT (MOLINE, ROCK ISLAND)—
► WOC-TV (6) NBC; Free & Peters; 307,070; N; $800
DES MOINES—
► KRNT-TV (8) CBS; Katz; N; $650
► WHO-TV (13) NBC; Free & Peters; 280,500; N; $650
KGTV (17) See footnote
FORT DODGE—
► KQTV (21) NBC; Pearson; 42,870; $150
MASON CITY—
► KGLO-TV (3) CBS, DuM; Weed; 135,932; $200
OTTUMWA†—
► KTVO (3) Bolling
SIOUX CITY—
► KTIV (4) NBC; Hollingbery; 187,743; N; $300
► KVTV (9) CBS, ABC; Katz; 154,642; N; $300
WATERLOO—
► KWWL-TV (7) NBC, DuM; Avery-Knodel; 162,159; $400

KANSAS

GOODLAND†—
KWGB-TV (10) 5/11/55-Unknown
GREAT BEND—
► KCKT (2) NBC; Bolling; 144,350; $225
HUTCHINSON (WICHITA)—
► KTVH (12) CBS, DuM; H-R; 228,230; N; $450
► KAKE-TV (10) See Wichita
► KEDD (16) See Wichita
MANHATTAN†—
KSAC-TV (*8) 7/24/53-Unknown
PITTSBURG—
► KOAM-TV (7) NBC, ABC; Katz; 138,300; $250
TOPEKA—
► WIBW-TV (13) CBS, ABC; Capper Sls.; 479,815; N; $400
WICHITA (HUTCHINSON)—
► KAKE-TV (10) ABC; Katz; 260,000; N; $425
► KARD-TV (3) Petry; 265,430; N, LF, LS; $350
► KEDD (16) NBC; Young; 160,968; $425
► KTVH (12) See Hutchinson

KENTUCKY

ASHLAND†—
WPTV (59) Petry; 8/14/52-Unknown
HENDERSON (EVANSVILLE, IND.)—
► WEHT (50) CBS; Meeker; 92,859; N; $250
LEXINGTON†—
► WLEX-TV (18) NBC, ABC, DuM; Forjoe; $150
WLAP-TV (27) 12/3/53-Unknown
LOUISVILLE—
► WAVE-TV (3) ABC, NBC; NBC Spot Sls.; 498,495; N; $925
► WHAS-TV (11) CBS; Harrington, Righter & Parsons (last reported set count in July 1952 was 205,544); N; $850
WKLO-TV (21) See footnote
WQXL-TV (41) Forjoe; 1/15/53-Unknown
NEWPORT†—
WNOP-TV (74) 12/24/53-Unknown
PADUCAH†—
Columbia Amusement Co. (6) Initial Decision 4/11/55

LOUISIANA

ALEXANDRIA†—
► KALB-TV (5) NBC, ABC, CBS, DuM; Weed; 107,600; $250
BATON ROUGE—
► WAFB-TV (28) CBS, ABC; Young; 96,450; $250
► WBRZ (2) NBC, ABC; Hollingbery; 171,180; N; $250
LAFAYETTE—
► KLFY-TV (10) CBS; Venard; 71,175; $200
LAKE CHARLES—
► KPLC-TV (7) NBC, ABC; Weed; 66,781; $200
► KTAG (25) CBS; DuM; Young; 62,167; $150
MONROE—
► KNOE-TV (8) CBS, ABC, NBC; H-R; 267,000; N; $300
NEW ORLEANS—
► WDSU-TV (6) ABC, CBS, NBC, DuM; Blair; 364,679; N, LF, LL; $850
► WJMR-TV (20) ABC, CBS, DuM; Bolling; 139,000; $250

New Tv Stations

THE following tv stations started regular programming within the past month:

KTVO (TV) Ottumwa, Iowa (ch. 3);
KTHV (TV) Little Rock, Ark. (ch. 11);
KRBB (TV) El Dorado, Ark. (ch. 10).

WCKG (26) Gill-Perna; 4/2/53-Unknown
Times-Picayune Pub. Co. (4) Initial Decision 7/7/55
SHREVEPORT—
► KSLA-TV (12) ABC, CBS, NBC, DuM; Raymer; 93,500; $300
► KTBS-TV (3) NBC; Petry; 167,135

MAINE

BANGOR—
► WABI-TV (5) ABC, NBC, DuM; Hollingbery; 98,000; N; $150
► WTWO (2) CBS; Venard; $250
LEWISTON—
WLAM-TV (17) See footnote
POLAND SPRING—
► WMTW (8) ABC, CBS, DuM; Harrington, Righter & Parsons; 272,923; $300
PORTLAND—
► WCSH-TV (6) NBC; Weed; 184,085; N; $350
► WGAN-TV (13) CBS; Avery-Knodel; 183,900; N; $350
WPMT (53) See footnote

MARYLAND

BALTIMORE—
► WAAM (13) ABC, DuM; Harrington, Righter & Parsons; 627,380; $975
► WBAL-TV (11) NBC; Petry; 627,380; N, LS, LF, LL; $1,100
► WMAR-TV (2) CBS; Katz; 627,380; N, LF, LS; $1,100
WITH-TV (72) Forjoe; 12/18/52-Unknown
WTLF (18) 12/9/53-Unknown
SALISBURY†—
► WBOC-TV (16) ABC, CBS; Burn-Smith; 53,495; $200

MASSACHUSETTS

BOSTON—
► WBZ-TV (4) NBC; Free & Peters; 1,361,830; N, LS, LF; $2,250
► WGBH-TV (*2) 1,332,379; N, LL, LF, LS
► WNAC-TV (7) CBS, ABC, DuM; H-R; 1,361,830; N; $2,000
WJDW (44) 8/12/53-Unknown
WHMB (38) 10/12/55-Unknown
BROCKTON†—
WHEF-TV (62) 7/30/53-Unknown
CAMBRIDGE (BOSTON)—
► WTAO-TV (56) ABC, DuM; Keller; 219,000; $250
PITTSFIELD†—
► WMGT (19) ABC; Walker; 175,886; $250
SPRINGFIELD—
► WHYN-TV (55) CBS; Branham; 198,000; $300
► WWLP (22) NBC, ABC; Hollingbery; 198,000; N; $400
WORCESTER—
WWOR-TV (14) See footnote
WAAB-TV (20) Forjoe; 8/12/53-Unknown

MICHIGAN

ANN ARBOR—
► WPAG-TV (20) DuM; Everett-McKinney; 27,000; $150
WUOM-TV (*28) 11/4/53-Unknown
BAY CITY (MIDLAND, SAGINAW)—
► WNEM-TV (5) NBC; Headley-Reed; 312,555; N; $545
CADILLAC—
► WWTV (13) CBS, ABC; Weed; 333,577; $300
DETROIT—
► WJBK-TV (2) CBS; Katz; 1,590,400; N; $2,000
► WTVS (*56)
► WWJ-TV (4) NBC; Free & Peters; 1,580,000; N, LF, LS; $2,000
► WXYZ-TV (7) ABC; Blair; 1,568,000; N; $1,800
► CKLW-TV (9) CBC; Young; 1,550,000; $1,100. See Windsor, Ont.
WBID-TV (50) 11/19/53-Unknown
EAST LANSING†—
► WKAR-TV (*60) 58,000
FLINT†—
WJRT (12) CBS; Harrington, Righter & Parsons; 5/12/54-Dec. '55
GRAND RAPIDS—
► WOOD-TV (8) NBC, ABC; Katz; 549,149; N; $1,050
WMCN (23) 9/2/54-Unknown
KALAMAZOO—
► WKZO-TV (3) CBS, ABC, NBC; Avery-Knodel; 595,375; N; $1,000
LANSING—
► WJIM-TV (6) NBC, CBS, ABC; Petry; 435,980; N; $800
► WTOM-TV (54) ABC; McGillvra; 60,850; $200
MARQUETTE†—
WDMJ-TV (6) 4/7/54-Unknown
SAGINAW (BAY CITY, MIDLAND)—
► WKNX-TV (57) CBS, ABC; Gill-Perna; 152,000; N; $375
TRAVERSE CITY—
► WPBN-TV (7) NBC; Holman; 48,203; $120

MINNESOTA

AUSTIN—
► KMMT (6) ABC; Avery-Knodel; 89,270; $200
DULUTH (SUPERIOR, WIS.)—
► KDAL-TV (3) CBS, ABC; Avery-Knodel; 106,500; $325
► WDSM-TV (6). See Superior, Wis.
WFTV (38) See footnote
MINNEAPOLIS-ST. PAUL—
► KEYD-TV (9) H-R; 630,000; $450
► KSTP-TV (5) NBC; Petry; 615,000; N, LS, LF; $1,450
► WCCO-TV (4) CBS; Free & Peters; N, LL; $1,100
► WTCN-TV (11) ABC; Katz; 600,000; $750
ROCHESTER—
► KROC-TV (10) NBC; Meeker; 110,927; N; $200

TV COMPARATIVE NETWORK SHOWSHEET

SUNDAY

	ABC	CBS	NBC
AFTERNOON			
Noon		Ideal Toy Winky Dink 12:15-30 p.m. Sust. Monsanto 12/11&12/18	Hartz Capt. Hartz L
12:15			
12:30	Faith for Today Seventh Day Adventist Conference	Kellogg Wild Bill Hickok F	
12:45			
1:00	*College Press Conference*		American Forum L
1:15			
1:30	*Dean Pike*		*Frontiers of Faith* L
1:45			
2:00			*American Inventory* L
2:15			
2:30		*Report Card*	Gen. Dynamics Corp. Youth Wants To Know L
2:45			
3:00		*Talkaround*	*Dr. Spock* L
3:15			
3:30		*Adventure*	*Zoo Parade* L
3:45			
4:00		*Face the Nation*	12/11 only Hallmark Hall of Fame
4:15			
4:30		*Let's Take Trip*	12/18 only Wide, Wide World
4:45			
5:00			12/25 only Special Christmas Show
5:15	Roto Broil Chunky Choclate Super Circus L		
5:30			Heinz Capt. Gallant F
5:45			
EVENING			
6:00			Johns Manville Pan Amer. Meet the Press L
6:15			
6:30		Electric Cos. (Alt. wks.) Prudential You Are There L	Gen. Foods Roy Rogers F
6:45			
7:00	Skippy Peanut Butter You Asked For It	Campbell Soup (Alt. wks.) Kellogg Lassie F	Chrysler It's A Great Life F
7:15			
7:30		Am. Tobacco Prvt Sectry. (Alt. wks.) Jack Benny	Reynolds Metals Frontier F
7:45			
8:00	Famous Film Festival (Participating)	Lincoln-Mercury Dealers The Ed Sullivan Show L	Colgate-Palmolive Variety Hour L
8:15			
8:30			7:30-9 p.m. (1 wk. of 4) Color Spread Spectaculars
8:45			
9:00	Emerson Drug Lentheric Chance of a Lifetime	Gen. Elect. G E Theatre F	Goodyear Corp. (alt. with) Alcoa TV Playbouse L
9:15			
9:30	Pharmaceuticals Ted Mack Amateur Hour	Bristol-Myers Hitchcock Presents F	
9:45			
10:00	Pharmaceuticals Life Begins at 80	P. Lorillard (Alt. wks.) Revlon Appt. with Adventure	Kleenex P&G Loretta Young F
10:15			
10:30		Jules Montenier (Alt. wks.) Remington What's My Line L	American Tobacco Justice L
10:45			

MONDAY

	ABC	CBS	NBC
Noon		Valiant Lady	*Tennessee Ernie Ford* L
12:15		Amer. Home Products Love of Life	
12:30		P&G Search for Tomorrow	Colgate-Palmolive Feather Your Nest L
12:45		P&G Guiding Light L	
1:00		*Jack Paar Show* F	
1:15			
1:30		P&G Love Story	
1:45			
2:00		Robert Q. Lewis (See Footnote)	
2:15			
2:30		Art Linkletter's House Party (See Footnote)	
2:45			
3:00		Colgate Big Payoff MWF Sus. Tu, Th	NBC Matinee Theatre (Participating) Color L
3:15			
3:30		Bob Crosby (See Footnotes)	
3:45			
4:00		P&G The Brighter Day	Borden Co. Date With Life L
4:15		Am. Home Pr. Secret Storm	Jergens Co. First Love L
4:30			Frnch. Mstd World of Mr Sweeney L
4:45		P&G On Your Account	Col.-Pal. Modern Romances L
5:00			*Pinky Lee Show* L
5:15	Mickey Mouse Club (see footnote)		
5:30			Howdy Doody (See Footnote)
5:45			
EVENING			
6:00			
6:15			
6:30			
6:45		Whitehall News L	
7:00	*Kukla, Fran & Ollie*		
7:15	Tidewater Daly-News	Whitehall News L	Asso. Prods. Webcor Tony Martin
7:30	Standard Brands (Alt. wks.) Topper	Johnson & Johnson (Alt. wks.) Wildroot Rob. Hood F	Camel Caravan L
7:45			Ford Motor Co., RCA Producers' Showcase (8-9:30 1 wk. of 4) Rem. Rand Amer. Chicle Helene Crts Caesar's Hr L
8:00	Studebaker Packard TV Readers Digest F	Carnation (Alt. wks.) Gen. Mills Burns & Allen F	
8:15			
8:30	Firestone Voice of Firestone L	Lvr.-Lptn. (Alt. wks.) Toni Co. Talent Scouts	
8:45			
9:00	*Dotty Mack Show* L	P&G (Alt. wks.) Gen. Foods I Love Lucy	GE Dow Chmcl Medic F
9:15			
9:30	CIBA Medical Horizons	General Foods December Bride	Johnson Wax alt. with Schick
9:45			
10:00	*The Big Picture*	Westinghouse Studio One L	Robert Montgomery Presents L
10:15			
10:30			
10:45			

TUESDAY

	ABC	CBS	NBC
Noon		Wasn Oil Valiant Lady	*Tennessee Ernie Ford* L
12:15		Amer. Home Products Love of Life	
12:30		P&G Search for Tomorrow	Colgate-Palmolive Feather Your Nest L
12:45		P&G Guiding Light L	
1:00		*Jack Paar Show* F	
1:15			
1:30		P&G Love Story	
1:45			
2:00		Robert Q. Lewis (See Footnote)	
2:15			
2:30		Art Linkletter's House Party (See Footnote)	
2:45			
3:00		Colgate Big Payoff MWF Sus. Tu, Th	NBC Matinee Theatre (Participating) Color L
3:15			
3:30		Bob Crosby (See Footnotes)	
3:45			
4:00		P&G The Brighter Day	Borden Co. Date With Life L
4:15		Am. Home Pr. Secret Storm	Jergens Co. First Love L
4:30			Frnch. Mstd World of Mr. Sweeney L
4:45		P&G On Your Account	Col-Pal. Modern Romances L
5:00			*Pinky Lee Show* L
5:15	Mickey Mouse Club (see footnote)		
5:30			Howdy Doody (See Footnote)
5:45			
EVENING			
6:00			
6:15			
6:30			
6:45		Pall Mall News L	
7:00	*Kukla, Fran & Ollie*		
7:15	Miles Labs Daly-News	Pall Mall News L	Chevrolet Dinah Shore Show L
7:30	L&M Gen. Elec. Monsanto Warner Bros. Presents	Whitehall Name That Tune	Camel News Caravan L
7:45		R.J. Reynolds (Alt. wks.) Amana Phil Silvers F	Sunbeam RCA Whirlpool M. Raye Show
8:00		Maytag Co. (Alt. wks.) Sheaffer Navy Log F	M. Berle Show
8:15			Chevrolet Chevy Show L
8:30	Gen. Mills Parker Pen (Alt. wks.) Wyatt Earp	Carter Prod. (Alt. wks.) Pharmctcls. Meet Millie L	P&G J. Wyman's Fireside Theatre F
8:45			
9:00	American Tobacco alt. Dodge Danny Thomas Show	S.C. Johnson (Alt. wks.) Pet Milk Red Skelton L	Armstrong Cork Armstrong Circle Th'tre
9:15			
9:30	duPont Cavalcade Theatre	Revlon The $64,000 Question L	Pontiac Playwrights Hour L
9:45			
10:00	*Outside U.S.A.*	G.M. Frigidaire My Favorite Husband	Lever Bros. A.C. Spark Plug Big Town F
10:15			
10:30			
10:45			

WEDNESDAY

	ABC	CBS	NBC
Noon		Gen. Mills Valiant Lady	
12:15		Amer. Home Products Love of Life	
12:30		P&G Search for Tomorrow	
12:45		P&G Guiding Light L	
1:00		*Jack Paar Show* F	
1:15			
1:30		P&G Love Story	
1:45			
2:00		Robert Q. Lewis (See Footnote)	
2:15			
2:30		Art Linkletter's House Party (See Footnote)	
2:45			
3:00		Colgate Big Payoff MWF Sus. Tu, Th	
3:15			
3:30		Bob Crosby (See Footnotes)	
3:45			
4:00		P&G The Brighter Day	
4:15		Am. Home Pr. Secret Storm	
4:30			
4:45		P&G On Your Account	
5:00			
5:15	Mickey Mouse Club (see footnote)		
5:30			
5:45			
EVENING			
6:00			
6:15			
6:30			
6:45		Ronson News L	
7:00	*Kukla, Fran & Ollie*		
7:15	Miles Labs Daly-News	Ronson News L	
7:30	American Motors American Dairy Derby Foods Disneyland	*Brave Eagle*	
7:45			
8:00		Toni Co. (8-8:30) (Alt. wks.) CBS Clmba. Godfrey and His Friends Kellogg (8:30-9) (Alt. wks.) Pillsbury	
8:15			
8:30	Gen. Foods American Tobacco M-G-M Parade		
8:45			
9:00	Pharmaceuticals Inc. Knomark Masquerade Party	Colgate The Millionaire F	
9:15			
9:30	Dodge Break the Bank L	R. J. Reynolds I've Got A Secret L	
9:45			
10:00	Wednesday Night Fights Pabst Brewing Co. Mennen Co. (Alt. wks.) L	General Electric 20th Cntry. Fox Hour (Alt. wks.) U. S. Steel U. S. Steel Hour F	
10:15			
10:30			
10:45			

THURSDAY

ABC	CBS	NBC	ABC
	Toni Valiant Lady	*Tennessee Ernie Ford* L	
	Amer. Home Products Love of Life	Colgate-Palmolive Feather Your Nest L	
	P&G Search for Tomorrow		
	P&G Guiding Light L		
	Jack Paar Show F		
	P&G Love Story		
	Robert Q. Lewis (See Footnote)		
	Art Linkletter's House Party (See Footnote)		
	Colgate Big Payoff MWF Sus. Tu, Th	NBC Matinee Theatre (Participating) Color L	
	Bob Crosby (See Footnotes)		
	P&G The Brighter Day	Borden Co. Date With Life L	
	Am. Home Pr. Secret Storm	Jergens Co. First Love L	
	P&G On Your Account	Frnch. Mstd World of Mr. Sweeney L	
		Col-Pal. Modern Romances L	
		Pinky Lee Show L	
Mickey Mouse Club (see footnote)		Howdy Doody (See Footnote)	Mickey Mouse Club (see footnote)
	Pall Mall News L		
Kukla, Fran & Ollie			*Kukla, Fran & Ollie*
Tide Water Oil Daly-News	Pall Mall News L	Dinah Shore Show Chevrolet L	Miles Labs Daly-News
General Mills Lone Ranger F	Quaker Oats Sgt. Preston of the Yukon F	Camel News Caravan L	National Biscuit Rin Tin Tin F
Admiral Bishop Sheen L	R. J. Reynolds Bob Cummings Show F	DeSoto-Plymouth You Bet Your Life F	Telechron Hotpoint Quaker Oats Ozzie and Harriet
Necchi Quality Goods Stop the Music	Chrysler Motors Climax—Shower of Stars L	Borden Co. The People's Choice F	Chevrolet Crossroads F
Brillo Star Tonight		Chesterfield Dragnet F	Wine Corp. Dollar A Second
Western U. P&G Am.-Hm. Down You Go	Singer Sew'g. (Alt. wks.) Brstl. Myrs. Four Star Playhouse F	Ford Theatre F	Sterling Drug The Vise
Greatest Sports Thrills F	General Foods Johnny Carson L	Lever Bros. Lux Video Theatre L	Ralston Ethel & Albert
	American Home Prod. "Wanted"		

FRIDAY

CBS	NBC	ABC
Gen. Mills Valiant Lady	*Tennessee Ernie Ford* L	
Amer. Home Products Love of Life	Colgate-Palmolive Feather Your Nest L	
P&G Search for Tomorrow		
P&G Guiding Light L		
Jack Paar Show F		
P&G Love Story		
Robert Q. Lewis (See Footnote)		
Art Linkletter's House Party (See Footnote)		
Colgate Big Payoff MWF Sus. Tu, Th	NBC Matinee Theatre (Participating) Color L	
Bob Crosby (See Footnotes)		
P&G The Brighter Day	Borden Co. Date With Life L	
Am. Home Pr. Secret Storm	Jergens Co. First Love L	
P&G On Your Account	Frnch. Mstd World of Mr. Sweeney L	
	Col-Pal. Modern Romances L	
	Pinky Lee Show L	
	Howdy Doody (See Footnote)	
Ronson News L		
Ronson News L		
Adventures of Champion	Coca-Cola Eddie Fisher Show L	Chas. Antell & Co-op Ozark Jubilee L
	Plymouth News Caravan L	
General Foods Mama L	P. Lorillard Truth or Consqnces. F	Ralston Grand Ole Opry (Every fourth week)
General Foods Our Miss Brooks	Gulf Life of Riley F	
R. J. Reynolds The Crusader F	Simoniz & Amer. C&C Big Story F	Dodge Div. The Lawrence Welk Show L
Schlitz Brewing Playhouse of Stars F	Ponds Campbell Soup Star Stage F	
Brown & Williamson (Alt. wks.) P&G Lineup F	Gillette Cavalcade of Sports L	*Tomorrow's Careers* L
Amer. Oil Hamm Elgin Person to	State Farm Red Barber's Corner L	

SATURDAY

CBS	NBC	ABC
National Dairy The Big Top L		
Gen. Mills The Lone Ranger F		
Uncle Johnny Coons L		
Amana Refrig. Inc. Inter collegiate Football Games L	NBA Pro Basketball Games L	
Lehn & Fink The Lucy Show F	Oldsmobile Max Liebman Presents 9-10:30 p.m. (once a mo.) L	
Wrigley Gene Autry Show F		
Sylvania Beat the Clock L	Speidel Purex The Big Surprise L	
Nestle Stage Show L	Gold Seal Dormeyer Noxzema Kleenex Armour Perry Como Show L	
Buick Jackie Gleason in Honeymooners		
P. Lorillard (Alt. wks.) Sheaffer Two for the Money L	Toni Papermate People Are Funny F	
P&G It's Always Jan F (3 of 4 wks.)	Texaco Star Theatre J. Durante F	
Liggett & Myers Gunsmoke (3 of 4 wks.) F	Armour (alt.) Pet Milk Geo. Gobel Show L	
Anheuser-Busch Runyon Theatre	Am. Tobacco Warner Lambert Your Hit	

AFTERNOON
Noon
12:15
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MORNING

SATURDAY

CBS: Winky Dink and You, Monsanto (12/10 & 12/17 only 10:30-11 p.m.; Capt. Midnight (Wander Co.), 11-11:30 a.m.; Tales of Texas Ranger (Curtis Candy, General Mills, alt. weeks), 11:30-12 noon.
NBC: Pinky Lee Show, 10-10:30 a.m.; Paul Winchell Show (Tootsie Rolls), 10:30-11 a.m.; Fury (General Foods), 11-11:30 a.m.; Mr. Wizard, 11:30-12 noon.

SUNDAY

CBS: Lamp Unto My Feet, 10-10:30 a.m.; Look Up And Live, 10:30-11:15 a.m.; Carnival Contest, 11:15-12 noon.

MONDAY-FRIDAY

CBS: The Morning Show, 7-8 a.m.; Captain Kangaroo, 8-9 a.m. (participating sponsors); Garry Moore and Arthur Godfrey Time, 10-11 a.m. (see footnotes); Strike It Rich, 11:15-12 noon.
NBC: Today, 7-9 a.m. (participating sponsors); Ding Dong School, 10-10:30 (see footnotes); Search For Beauty (Antell), 10:30-11 a.m.; Home, 11-12 noon (participating sponsors).

FOOTNOTES:

Explanation: Programs in italics, sustaining; Time, EST; L, live; F, film; K, kinescope recording; E, Eastern network; M. Midwestern.

ABC—Am. Par., Armour Bristol-Myers, Campbell Soup, Carnation, Coca-Cola, Gen. Mills, S. C. Johnson & Son, Lettuce Inc., Mattel, Mars, Miles Labs, Minnesota Mining, Morton Salt, SOS, Tv Time Foods, Welch, Vick, sponsor Mickey Mouse Club, Mon.-Fri., 5-6.

CBS—Garry Moore M.—Thu. 10-10:30 a.m. Fri. 10-11:30 a.m. 10-10:15 Mon. Bristol Myers, Tue. Miles Labs, Wed. Lever Bros., Thu. Scott Paper, Fri. General Mills.
10:15-30 Mon. Serta alt. wks. A. E. Staley, Tue. Kellogg, Wed. Chevrolet Thu. Toni alt. wks. Chun King, Fri. Lever Bros.
10:30-45 Fri. S.O.S. alt. CBS-Hytron
10:45-11 Fri. Converted Rice, alt. wks. Prudential.
11-11:15 Fri. Yardley.
11:15-11:30 Fri. Masland alt. wks. Ralston-Purina.

Arthur Godfrey
10:30-10:45 a.m. Tue. Corn Prod.; Thurs., Chef Boy-ar-Dee (last 12/8)
10:45-11 a.m. Mon. & Wed., Bristol-Myers; Tue., Minnesota Mining & Mfg.; Thurs. Dow Chemical (last 12/8) Chef Boy-Ar-Dee (st. 12/15)
11-11:15 a.m. Mon. & Wed., Lever; Tue. & Thurs., Kellogg. 11:15-11:30 a.m. Mon. & Thurs, Pillsbury.

Robert Q. Lewis—2-2:15 p.m. Thu., Ralston alt. wks. Fri. Brown & Williamson alt. wks. 2:15-30 p.m. Mon.—Lanolin plus

House Party
2:30-45 Mon., Wed., Fri. Lever Bros., Tue.-Thu. Kellogg.
2:45-3 p.m. Mon.-Thu. Pillsbury, Fri. Hawaiian Pineapple.

Bob Crosby—3:30-45 p.m. Mon. Scott Paper Co., Tue. alt. wks. Carnation, Thu. Toni, Fri. S.O.S., alt. wks. Gerber. 3:45-4 p.m., Wed., Fri.—General Mills. Tue.-Miles Labs, Thu.-Scott Paper Co.

NBC—Howdy Doody Mon.-Fri. 5:30-6 p.m.—Campbell Soup Co., Colgate-Palmolive Co., Continental Baking Co., International Shoe Co., Kellogg Co., Luden's Inc., Standard Brands Inc., Welch Grape Juice Co.
Ding Dong School—Mon.-Fri. 10-10:30 a.m. Colgate Palmolive Co., General Mills Inc., Gerber Products Co., International Shoe Co., Manhattan Soap Co., Procter & Gamble Co., Wander Co.

1955 by Broadcasting Publications, Inc.

BROADCASTING TELECASTING

December 5, 1955

B•T TELESTATUS

MISSISSIPPI

BILOXI†—
Radio Assoc. Inc. (13) Initial Decision 7/1/54 (case has been reopened)

COLUMBUS†—
WCBI-TV (4) McGillvra; 7/28/54-March '56

HATTIESBURG†—
WDAM-TV (9) 5/4/55-Unknown

JACKSON—
► WJTV (12) CBS, ABC; Weed; 125,000; $300.
► WLBT (3) NBC; Hollingbery; 146,000; N; $300

MERIDIAN—
► WTOK-TV (11) ABC, CBS, NBC, DuM; Headley-Reed; 60,000; $200
WCOC-TV (30) See footnote

TUPELO†—
WTWV (9) 12/8/54-Dec. '55

MISSOURI

CAPE GIRARDEAU—
► KFVS-TV (12) CBS, NBC; Headley-Reed; 154,000; N; $300

CLAYTON†—
KFUO-TV (30) 2/5/53-Unknown

COLUMBIA—
► KOMU-TV (8) NBC, ABC; H-R; 99,320; $200

HANNIBAL (QUINCY, ILL.)—
► KHQA-TV (7) CBS, DuM; Weed; 174,712; N; $250
► WGEM-TV (10) See Quincy, Ill.

JEFFERSON CITY—
► KRCG (13) CBS; Hoag-Blair; 123,783; $200

JOPLIN—
► KSWM-TV (12) CBS; Venard; 101,750; N; $200

KANSAS CITY—
► KCMO-TV (5) CBS, ABC, DuM; Katz; 530,363; N; $1,000
► KMBC-TV (9) CBS; Free & Peters; 530,363; N, LS, LF, LL; $540 (half-hour)
► WDAF-TV (4) NBC; Harrington, Righter & Parsons; 530,363; N, LS, LF; $860

ST. JOSEPH—
► KFEQ-TV (2) CBS, DuM; Headley-Reed; 143,850; $350

ST. LOUIS—
► KETC (*9) 500,000
► KSD-TV (5) ABC, CBS, NBC; NBC Spot Sls.; 839,370; N, LS, LF; $1,200
► KTVI (36) ABC, CBS; 408,714; $400
► KWK-TV (4) CBS, ABC; Katz; N; $1,200

SEDALIA†—
► KDRO-TV (6) Pearson; 57,000; $200

SPRINGFIELD—
► KTTS-TV (10) CBS, DuM; Weed; 87,774; N; $200
► KYTV (3) NBC; Hollingbery; 102,570; N; $240

MONTANA

BILLINGS†—
► KOOK-TV (2) CBS, ABC, NBC, DuM; Headley-Reed; 25,000; $150
KGHL-TV (8) 11/23/55-Unknown

BUTTE†—
► KXLF-TV (6) ABC; No estimate given; $50

GREAT FALLS†—
► KFBB-TV (5) CBS, ABC, NBC, DuM; Hoag-Blair, 25,000; $150

MISSOULA†—
► KGVO-TV (13) CBS, ABC; Gill-Perna; 21,250; $150

NEBRASKA

HASTINGS†—
KHAS-TV (5) NBC; Weed; 2/11/55-12/15/55

HAYES CENTER†—
KHPL-TV (6) 9/21/55-Unknown

KEARNEY (HOLDREGE)—
► KHOL-TV (13) CBS, ABC; Meeker; 83,655; $200

LINCOLN—
► KOLN-TV (10) ABC, CBS; Avery-Knodel; 132,527; $300
► KUON-TV (*12) 82,036

OMAHA—
► KMTV (3) ABC, CBS, DuM; Petry; 312,530; N, LS, LF, LL; $800
► WOW-TV (6) NBC, CBS, DuM; Blair; 322,792; N; $800
Herald Corp. (7) Initial Decision 4/6/55

SCOTTSBLUFF†—
► KSTF (10) Satellite of KFBC-TV Cheyenne, Wyo.

NEVADA

HENDERSON (LAS VEGAS)—
► KLRJ-TV (2) NBC, ABC; Pearson; 32,000; N; $225

LAS VEGAS—
► KLAS-TV (8) CBS; Weed; 30,000; $250
► KLRJ-TV (2) See Henderson
Moritz Zenoff (13) 9/28/55-Unknown

RENO—
► KZTV (8) CBS, ABC, NBC, DuM; Pearson; 20,500; $225
KAKJ (4) 4/19/55-Unknown

NEW HAMPSHIRE

KEENE†—
WKNE-TV (45) 4/22/53-Unknown

MANCHESTER—
► WMUR-TV (9) ABC, CBS, DuM; Weed; 469,017; $350

MT. WASHINGTON†—
► WMTW (8) See Poland Spring, Me.

NEW JERSEY

ASBURY PARK†—
WRTV (58) See footnote

ATLANTIC CITY—
WFPG-TV (46) See footnote
WOCN (52) 1/8/53-Unknown

CAMDEN†—
WKDN-TV (17) 1/28/54-Unknown

NEWARK (NEW YORK CITY)—
► WATV (13) Petry; 4,730,000; $2,000

NEW BRUNSWICK†—
WTLV (*19) 12/4/52-Unknown

NEW MEXICO

ALBUQUERQUE—
► KGGM-TV (13) CBS; Weed; 66,400; $300
► KOAT-TV (7) ABC; Hollingbery; 58,678; $200
► KOB-TV (4) NBC; Branham; 66,400; $325

CARLSBAD†—
KAVE-TV (6) 6/22/55-Unknown

ROSWELL—
► KSWS-TV (8) NBC, ABC, CBS; Meeker; 32,044; $150

NEW YORK

ALBANY (SCHENECTADY, TROY)—
► WROW-TV (41) ABC, CBS; Harrington, Righter & Parsons; 175,000; N, LL, LF, LS; $300
WPTR-TV (23) 6/10/53-Unknown
WTRI (35) See footnote
WTVZ (*17) 7/24/52-Unknown

BINGHAMTON—
► WNBF-TV (12) CBS, ABC, NBC, DuM; Blair; N; 400,970; $600
WQTV (*46) 8/14/52-Unknown
WINR-TV (40) 9/29/54-Unknown

BUFFALO—
► WBEN-TV (4) ABC, CBS, DuM; Harrington, Righter & Parsons; 484,726 (plus 561,067 Canadian coverage); N, LS, LF, LL; $800
► WBUF-TV (17) ABC, NBC; H-R; 170,000; $350
► WGR-TV (2) NBC, ABC; Free & Peters; 972,320 (includes Canadian coverage); N; $950
WTVF (*23) 7/24/52—Unknown
Frontier Tv Inc. (59) 11/23/55-Unknown

CARTHAGE (WATERTOWN)—
► WCNY-TV (7) CBS, ABC, DuM; Weed; 76,990; $200

ELMIRA—
WTVE (24) See footnote

ITHACA†—
WHCU-TV (20) CBS; 1/8/53-Unknown
WIET (*14) 1/8/53-Unknown

LAKE PLACID† (PLATTSBURG)—
► WIRI (5) NBC, ABC; McGillvra; 97,150 (plus 350,000 Canadian coverage); $250

NEW YORK—
► WABC-TV (7) ABC; Weed; 4,730,000; $3,750
► WABD (5) DuM; Avery-Knodel; 4,730,000; N, LL, LF, LS; $2,200
► WCBS-TV (2) CBS; CBS Spot Sls.; 4,730,000, N, LS, LF, LL; $6,000
► WOR-TV (9) WOR-TV Sls.; 4,730,000; $1,500
► WPIX (11) Free & Peters; 4,730,000; $1,500
► WRCA-TV (4) NBC; NBC Spot Sls.; 4,730,000; N, LS, LF, LL; $6,200
► WATV (13) See Newark, N. J.
WGTV (*25) 8/14/52-Unknown
WNYC-TV (31) 5/12/54-Unknown

POUGHKEEPSIE—
► WKNY-TV (66) ABC, CBS, NBC, DuM; Meeker; 40,600; $100

ROCHESTER—
► WHAM-TV (5) NBC; Hollingbery; 325,000 (includes 75,000 Canadian coverage); N; $800.
► WHEC-TV (10) CBS, ABC; Everett-McKinney; 295,500; N; $700
► WVET-TV (10) CBS, ABC; Bolling; 295,500; N; $700
WCBF-TV (15) 6/10/53-Unknown
WROH (*21) 7/24/52-Unknown

SCHENECTADY (ALBANY, TROY)—
► WRGB (6) NBC; NBC Spot Sls.; 460,200; N; $950

SYRACUSE—
► WHEN (8) CBS, ABC, DuM; Katz; 372,160; N; $700
► WSYR-TV (3) NBC; Harrington, Righter & Parsons; 372,160; N, LS, LF; $800
WHTV (143) 9/18/52—Unknown

UTICA—
► WKTV (13) NBC, ABC, CBS, DuM; Cooke; 198,750; N; $475

NORTH CAROLINA

ASHEVILLE—
► WISE-TV (62) CBS, NBC; Bolling; 42,000; $150
► WLOS-TV (13) ABC; Venard; 372,556; $300

CHAPEL HILL†—
► WUNC-TV (*4) 377,350

CHARLOTTE—
► WBTV (3) CBS, ABC, NBC; CBS Spot Sls.; 526,630; N, LS, LF; $1,000
WQMC (36) See footnote
Piedmont Electronics & Fixture Corp. (9) Initial Decision 8/2/55

DURHAM—
► WTVD (11) NBC, ABC; Petry; 285,690; N; $400

FAYETTEVILLE†—
► WFLB-TV (18) CBS, NBC; Young; 25,000; $150

GASTONIA†—
WTVX (48) 4/7/54-Unknown

GREENSBORO—
► WFMY-TV (2) CBS, ABC; Harrington, Righter & Parsons; 364,501; N, LF, LS; $650

GREENVILLE—
► WNCT (9) CBS, ABC; Pearson; 143,050; $250

NEW BERN†—
WNBE-TV (13) 2/9/55-Unknown

RALEIGH—
► WNAO-TV (28) CBS, ABC, DuM; Avery-Knodel; 125,000; N; $250
Capitol Bcstg. Co. (5) Initial Decision 4/13/55

WASHINGTON†—
► WITN (7) NBC; Headley-Reed; 142,820; N; $225

WILMINGTON—
► WMFD-TV (6) NBC, ABC; Weed; 91,985; $200
WTHT (3) 2/17/54-Unknown

WINSTON-SALEM—
► WSJS-TV (12) NBC; Headley-Reed; 656,673; N; $550
► WTOB-TV (26) ABC; H-R; 113,749; $200

NORTH DAKOTA

BISMARCK—
► KFYR-TV (5) NBC, ABC, CBS; Hoag-Blair; 29,750; $200
KBMB-TV (12) Weed; 5/18/55-12/15/55

FARGO†—
► WDAY-TV (6) NBC, ABC; Free & Peters; 61,680; $300

GRAND FORKS†—
KNOX-TV (10) Rambeau; 3/10/54-12/15/55

MINOT—
► KCJB-TV (13) CBS, NBC, ABC; Weed; 29,000; $200
KMOT (10) 10/5/55-Unknown

VALLEY CITY—
► KXJB-TV (4) CBS; Weed; 94,000; N, LF, LS; $400

OHIO

AKRON—
► WAKR-TV (49) ABC; Weed; 174,066; $300

ASHTABULA†—
► WICA-TV (15) 116,285; $200

CANTON†—
Tri-Cities Telecasting Inc. (29) Initial Decision 11/17/54

CINCINNATI—
► WCET (*48) 2,000
► WCPO-TV (9) ABC; Branham; 767,729; $1,200
► WKRC-TV (12) CBS; Katz; 662,236; N; $1,000
► WLWT (5) NBC; WLW Sls.; 440,000; N; $1,000
WQXN-TV (54) Forjoe; 5/14/53-Unknown

CLEVELAND—
► WEWS (5) ABC; Branham; 1,186,990; N; $1,000
► WNBK (3) NBC; NBC Spot Sls.; 1,216,000; N, LS, LF; $1,300
► WXEL (8) CBS; Katz; 1,100,460; N; $1,700
WERE-TV (65) 6/18/53-Unknown
WHK-TV (19) 11/25/53-Unknown

COLUMBUS—
► WBNS-TV (10) CBS; Blair; 472,702; N; $825
► WLWC (4) NBC; WLW Sls.; 350,800; N; $800
► WTVN-TV (6) ABC, DuM; Katz; 381,451; $600
WOSU-TV (*34) 4/22/53-Winter '55

DAYTON—
► WHIO-TV (7) CBS, DuM; Hollingbery; 637,330; N; $800
► WLWD (2) ABC, NBC; WLW Sls.; 332,000; N; $800
WIFE (22) See footnote

ELYRIA†—
WEOL-TV (31) 2/11/54-Unknown

LIMA—
► WIMA-TV (35) NBC, CBS, ABC; H-R; 82,630; $150

MANSFIELD†—
WTVG (36) 6/3/54-Unknown

MASSILLON†—
WMAC-TV (23) Petry; 9/4/52-Unknown

STEUBENVILLE (WHEELING, W. VA.)—
► WSTV-TV (9) CBS, ABC; Avery-Knodel; 1,074,415; $400
► WTRF-TV (7) See Wheeling

TOLEDO—
► WSPD-TV (13) CBS, ABC, NBC; Katz; 358,740; N; $1,000
WTOH-TV (79) 10/20/54-Unknown

YOUNGSTOWN—
► WFMJ-TV (21) NBC; Headley-Reed; 180,076; N; $350
► WKBN-TV (27) CBS, ABC, DuM; Raymer; 180,848; N; $350
WXTV (73) 11/2/55-Unknown

ZANESVILLE—
► WHIZ-TV (18) ABC, CBS, NBC, DuM; Pearson; 45,000; N; $150

OKLAHOMA

ADA—
► KTEN (10) ABC; CBS, NBC (per program basis); Venard; 88,590; N; $225

ARDMORE†—
KVSO-TV (12) 5/12/54-Unknown

ENID—
► KGEO-TV (5) ABC; Pearson; 223,000; N; $225

LAWTON†—
► KSWO-TV (7) ABC, DuM; Pearson; 71,000; $150

MUSKOGEE†—
► KTVX (8) ABC, DuM; Avery-Knodel; 248,750; N; $400

OKLAHOMA CITY—
► KTVQ (25) ABC; McGillvra; 167,381; $225
► KWTV (9) CBS, ABC; Avery-Knodel; 350,500; N; $750
► WKY-TV (4) NBC, ABC; Katz; 363,285; N, LS, LF, LL; $800
KETA (•13) 12/2/53-Unknown

TULSA—
► KOTV (6) CBS; Petry; 305,912; N; $750
► KVOO-TV (2) NBC; Blair; 305,912; N; $700
KOED-TV (•11) 7/21/54-Unknown
KCEB (23) See footnote
KSPG (17) 2/4/54-Unknown

OREGON

EUGENE—
► KVAL-TV (13) NBC, ABC; Hollingbery; 61,430; $300

KLAMATH FALLS†—
KFJI-TV (2) Grant; 12/2/54-Early '56

MEDFORD—
► KBES-TV (5) ABC, CBS, NBC; Hoag-Blair; 31,500; $200

PORTLAND—
► KLOR (12) ABC; Hollingbery, 340,000; N; $600
► KOIN-TV (6) CBS; CBS Spot Sls.; 340,000; N; $700
► KPTV (27) NBC; NBC Spot Sls.; 342,070; N, LF, LS; $700
KTLV (8) North Pacific Tv Inc. 6/23/55-Unknown

ROSEBURG†—
KPIC (4) Hollingbery; 6/8/55-May '56

SALEM†—
KSLM-TV (3) 9/30/53-Unknown

PENNSYLVANIA

ALLENTOWN†—
WFMZ-TV (67) See footnote
WQCY (39) Weed; 8/12/53-Unknown

ALTOONA—
► WFBG-TV (10) CBS, ABC, NBC; H-R; 537,452; $600

BETHLEHEM—
► WLEV-TV (51) NBC; Meeker; 89,307; N; $200

EASTON†—
► WGLV (57) ABC, DuM; Headley-Reed; 90,210; $150

ERIE—
► WICU (12) NBC, ABC; Petry; 218,500; N; $700
► WSEE (35) CBS, ABC; Avery-Knodel; 85,000; N; $200

HARRISBURG—
► WCMB-TV (27) Forjoe; $200
► WHP-TV (55) CBS; Bolling; 241,449; $325
► WTPA (71) ABC, NBC; Headley-Reed; 241,449; N; $350

HAZLETON†—
WAZL-TV (63) Meeker; 12/18/52-Unknown

JOHNSTOWN—
► WARD-TV (56) ABC, CBS, DuM; Weed; $200
► WJAC-TV (6) NBC, CBS, ABC; Katz; 924,809; N, LS, LF; $825

LANCASTER—
► WGAL-TV (8) NBC, CBS, DuM; Meeker; 912,950; N, LS, LF; $1,200
WWLA (21) 5/7/53-Unknown

LEBANON†—
WLBR-TV (15) See footnote

NEW CASTLE—
WKST-TV (45) See footnote

PHILADELPHIA—
► WCAU-TV (10) CBS; CBS Spot Sls.; 2,094,852; N, LF, LS; $3,000
► WFIL-TV (6) ABC, DuM; Blair; 2,105,636; N, LS, LF; $2,875
► WPTZ (3) NBC; Free & Peters; 2,088,318; N; $3,200
WPHD (23) 9/28/55—Unknown

PITTSBURGH—
► KDKA-TV (2) ABC, CBS, NBC; Free & Peters; 1,200,000; N; $1,700
► WENS (16) ABC, CBS, NBC; Branham; 375,000; $450
► WQED (•13)
WTVQ (47) Headley-Reed; 12/23/52-Unknown
WKJF-TV (53) See footnote
WIIC (11) CBS; Blair; 7/20/55-12/23/55

READING—
► WHUM-TV (61) CBS, ABC; H-R; 253,467; N; $450
WEEU-TV (33) See footnote

SCRANTON—
► WARM-TV (16) ABC; Hollingbery; 200,000; $225
► WGBI-TV (22) CBS; Blair; 260,000; $400
► WTVU (73) Everett-McKinney; 195,000; $200

SHARON†—
WSHA (39) 1/27/54-Unknown

SUNBURY†—
WKOK-TV (38) 2/9/55-Unknown

WILKES-BARRE—
► WBRE-TV (28) NBC; Headley-Reed; 272,000; N; $450
► WILK-TV (34) ABC; Avery-Knodel; 280,000; N; $300

WILLIAMSPORT†—
WRAK-TV (36) Everett-McKinney; 11/13/52-Early '56

YORK—
► WNOW-TV (49) DuM; Keller; 106,700; $200
► WSBA-TV (43) ABC; Young; 106,700; $200

RHODE ISLAND

PROVIDENCE—
► WJAR-TV (10) NBC, ABC; Weed; 1,404,002; N; $1,000
► WPRO-TV (12) CBS; Blair; 1,404,002; $1,000
WNET (16) See footnote

SOUTH CAROLINA

ANDERSON—
► WAIM-TV (40) CBS; Headley-Reed; 127,350; N; $200

CAMDEN†—
WACA-TV (15) 6/3/53-Unknown

CHARLESTON—
► WCSC-TV (5) CBS, ABC; Free & Peters; 218,220; N; $300
► WUSN-TV (2) NBC, DuM; H-R; $300

COLUMBIA—
► WCOS-TV (25) ABC; Headley-Reed; 96,000; $200
► WIS-TV (10) NBC; Free & Peters; 175,085; N; $400
► WNOK-TV (67) CBS; Raymer; 101,000; $200

FLORENCE—
► WBTW (8) CBS, NBC, ABC; CBS Spot Sls.; 153,810; $300

GREENVILLE—
► WFBC-TV (4) NBC; Weed; 387,044; N; $525
► WGVL (23) ABC, CBS; H-R; 130,000; $200

SPARTANBURG†—
WSPA-TV (7) CBS; Hollingbery; 11/25/53-1/1/56

SOUTH DAKOTA

FLORENCE†—
► KDLO-TV (3) Satellite of KELO-TV Sioux Falls

RAPID CITY†—
► KOTA-TV (3) CBS, ABC, NBC; Headley-Reed; 11,075; $150

SIOUX FALLS—
► KELO-TV (11) NBC, ABC; H-R; 173,586; $425

TENNESSEE

CHATTANOOGA —
► WDEF-TV (12) NBC, ABC, CBS; Branham; 158,994; N; $400
Mountain City Tv Inc. (3) Initial Decision 7/5/54

JACKSON—
► WDXI-TV (7) CBS, ABC; Burn-Smith; 96,585; N; $200

JOHNSON CITY—
► WJHL-TV (11) CBS, ABC, NBC, DuM; Pearson; 185,316; $250 (film)

KNOXVILLE—
► WATE (6) NBC, ABC, Avery-Knodel; 228,670; N; $400
► WTSK-TV (26) CBS, ABC; Pearson; 171,900; N; $250
WBIR-TV (10) Initial Decision 1/5/55

MEMPHIS—
► WHBQ-TV (13) CBS, ABC; Blair; 379,747; $700
► WMCT (5) NBC; Branham; 387,724; N; $900
WREC-TV (3) Katz; 5/26/55-1/1/56
Memphis Community Tv Foundation (10) 11/23/55-Unknown

NASHVILLE—
► WLAC-TV (5) CBS; Katz; 429,441; N; $550
► WSIX-TV (8) ABC; Hollingbery; 276,040; $425
► WSM-TV (4) NBC; Petry; 276,040; N; $800

TEXAS

ABILENE—
► KBRC-TV (9) NBC, ABC, DuM; Pearson; 58,260; $225

AMARILLO—
► KFDA-TV (10) CBS, ABC; H-R; 79,237; $250
► KGNC-TV (4) NBC, DuM; Katz; 79,237; $300

AUSTIN—
► KTBC-TV (7) CBS, ABC, NBC; Raymer; 141,128; N; $350

BEAUMONT†—
► KBMT (31) ABC, NBC, DuM; Forjoe; 40,000; N, LL, LF, LS; $200
► KFDM-TV (6) CBS, ABC; Free & Peters; 104,000; $300

BIG SPRING†—
KBST-TV (4) CBS; Pearson; 7/22/54-12/25/55

CORPUS CHRISTI†—
► KVDO-TV (22) NBC; ABC, CBS (per program basis); Young; 51,750; $200
Gulf Coast Bcstg. Co. (6) Free & Peters; Initial Decision 6/17/54
K-Six Tv Inc. (10) Initial Decision 1/20/55

DALLAS —
► KRLD-TV (4) CBS; Branham; 554,392; N; $1,100
► WFAA-TV (8) ABC, NBC; Petry; 554,392; N; $1,000
KLIF-TV (29) 2/12/53-Unknown

EL PASO—
► KROD-TV (4) CBS, ABC; Branham; 82,335; N; $375
► KTSM-TV (9) NBC; Hollingbery; 79,379; N; $250
KOKE (13) H-R; 3/18/54-1/1/56

FT. WORTH—
► WBAP-TV (5) ABC, NBC; Free & Peters; 510,000; N, LL, LF, LS; $900
► KFJZ-TV (11) H-R

GALVESTON (HOUSTON)—
► KGUL-TV (11) CBS; CBS Spot Sls.; 458,500; $700

HARLINGEN† (BROWNSVILLE, McALLEN, WESLACO)—
► KGBT-TV (4) CBS, ABC; H-R; 81,089; $250 (plus 8,000 Mexican coverage)

HOUSTON—
► KPRC-TV (2) NBC; Petry; 458,650; N; $900 (film)
► KTRK (13) ABC; Blair; 458,650; N, LF, LS; $700
► KUHT (•8) 450,000
KNUZ-TV (39) See footnote
KXYZ-TV (29) 6/18/53-Unknown
► KGUL-TV (11) See Galveston

LAREDO†—
KHAD-TV (8) CBS; Pearson; 7/20/55-Unknown

LONGVIEW†—
► KTVE (32) Forjoe; 55,268; $175

LUBBOCK—
► KCBD-TV (11) NBC, ABC; Raymer; 104,782; N; $300
► KDUB-TV (13) CBS; Avery-Knodel; 111,025; N, LF, LS; $300 (film)

LUFKIN—
► KTRE-TV (9) NBC; Venard; 40,332; $150 (Station receives NBC programs from KPRC-TV Houston but is not an NBC affiliate.)

MIDLAND†—
► KMID-TV (2) NBC, ABC, CBS, DuM; Venard, Brown; 51,720; $200

ODESSA†—
KOSA-TV (7) 7/13/55-Dec. '55

SAN ANGELO—
► KTXL-TV (8) CBS, NBC, ABC, DuM; Venard; 42,903; $200

SAN ANTONIO—
► KCOR-TV (41) O'Connell
► KENS-TV (5) CBS, ABC, DuM; Free & Peters; 280,759; N; $700
► WOAI-TV (4) NBC, ABC; Petry; 281,995; N, LL, LS, LF; $700
Mission Telecasting Corp. (12) Initial Decision 6/16/55

SWEETWATER†—
KPAR-TV (12) CBS; Avery-Knodel; 8/26/53-Unknown

TEMPLE (WACO)—
► KCEN-TV (6) NBC; Hollingbery; 131,444; N; $300

TEXARKANA (ALSO TEXARKANA, ARK.)—
► KCMC-TV (6) CBS, ABC; NBC (per program basis); Venard; 161,360; N; $260

B•T TELESTATUS

TYLER—
► KLTV (7) NBC, ABC, CBS, DuM; Pearson; 102,957; $250
KETX (19) See footnote

WACO (TEMPLE)—
► KANG-TV (34) CBS; Raymer; 55,783; $150
► KWTX-TV (10) ABC; Pearson; 113,905; N; $200

WESLACO† (BROWNSVILLE, HARLINGEN, McALLEN)—
► KRGV-TV (5) NBC; Pearson; 74,698 (plus 8,000 Mexican coverage); $200

WICHITA FALLS—
► KFDX-TV (3) NBC, ABC; Raymer; 118,600; N; $300
► KWFT-TV (6) CBS; Hoag-Blair; 104,680; $250

UTAH

SALT LAKE CITY—
► KSL-TV (5) CBS; CBS Spot Sls.; 193,000; N; $575
► KTVT (4) NBC; Katz; 183,000; N; $600
► KUTV (2) ABC; Hollingbery; 192,750; $585

VERMONT

BURLINGTON—
► WCAX-TV (3) CBS; Weed; 130,000; $300

VIRGINIA

BRISTOL†—
Appalachian Broadcasting Corp. (5) Initial Decision 2/1/55

DANVILLE†—
WBTM-TV (24) See footnote

HAMPTON (NORFOLK)—
► WVEC-TV (15) NBC; Avery-Knodel; 165,000; N; $350

HARRISONBURG—
► WSVA-TV (3) ABC, CBS, NBC, DuM; Pearson; 122,534; $200

LYNCHBURG—
► WLVA-TV (13) ABC, CBS, DuM; Hollingbery; 225,000; N; $300 (film)

NEWPORT NEWS—
WACH-TV (33) See footnote

NORFOLK—
► WTAR-TV (3) CBS, ABC, DuM; Petry; 378,425; N; $875
► WTOV-TV (27) 210,000; McGillvra; $180
► WVEC-TV (15) See Hampton
Beachview Bcstg. Corp. (10) Initial Decision 12/23/54

PETERSBURG—
► WXEX-TV (8) See Richmond

RICHMOND—
► WTVR (6) ABC, CBS; Blair; 498,747; N, LF, LS; $875
► WXEX-TV (8) NBC; Forjoe; 421,835; N, LF, LS; Richmond Tv Corp. (12) Initial Decision 2/21/55
WOTV (29) 12/2/55-Unknown

ROANOKE—
► WDBJ-TV (7) CBS; Free & Peters
► WSLS-TV (10) ABC, NBC; Avery-Knodel; 378,930; N, LF, LS; $600

WASHINGTON

BELLINGHAM—
► KVOS-TV (12) CBS; Forjoe, 199,891; $300

EPHRATA†—
KBAS-TV (43) 5/4/55-Unknown

PASCO—
► KEPR-TV (19) 57,750 (satellite of KIMA-TV Yakima)

SEATTLE (TACOMA)—
► KCTS (*9)
► KING-TV (5) ABC, Blair; 471,800; N, LF, LS; $900
► KOMO-TV (4) NBC; NBC Spot Sls.; 471,800; N, LF, LS; $950
► KTNT-TV (11) CBS, DuM; Weed; 471,800; N; $1,000
► KTVW (13) Hollingbery; 471,800; $425
Queen City Bcstg. Co. (7) Initial Decision 4/5/55

SPOKANE—
► KHQ-TV (6) NBC; Katz; 152,229; N, LF, LS; $550
► KREM-TV (2) ABC; Petry; 145,080, N, LF, LS; $350
► KXLY-TV (4) CBS, DuM; Avery-Knodel; 155,914; $525

VANCOUVER†—
KVAN-TV (21) Bolling; 9/25/53-Unknown

YAKIMA—
► KIMA-TV (29) CBS, ABC, NBC; Weed; 60,400; $400
KRSM (23) 3/30/55-Unknown

WEST VIRGINIA

BLUEFIELD—
► WHIS-TV (6) NBC; Katz; 184,851; N; $250

CHARLESTON—
► WCHS-TV (8) CBS; Branham; 402,584; N, LF, LS; $550
WKNA-TV (49) See footnote

CLARKSBURG†—
WBLK-TV (12) Branham; 2/17/54-Spring '56

FAIRMONT†—
WJPB-TV (35) See footnote

HUNTINGTON—
► WHTN-TV (13) ABC, DuM; Petry; 202,000; N; $450
► WSAZ-TV (3) NBC; Katz; 599,230; N, LF, LS; $800

OAK HILL (BECKLEY)†—
► WOAY-TV (4) ABC; Pearson; 357,230; $200

PARKERSBURG—
► WTAP (15) NBC, ABC, CBS, DuM; Pearson; 35,902; $150

WHEELING (STEUBENVILLE, OHIO)—
► WTRF-TV (7) NBC, ABC; Hollingbery; 313,400; N; $450
► WSTV-TV (9) See Steubenville, Ohio
WLTV (51) 2/11/53-Unknown

WISCONSIN

EAU CLAIRE—
► WEAU-TV (13) NBC, ABC; Hollingbery; 82,373; $200

GREEN BAY—
► WBAY-TV (2) CBS; Weed; 235,000; $400
► WFRV-TV (5) ABC, CBS, DuM; Headley-Reed; 239,230; $300
► WMBV-TV (11) See Marinette

LA CROSSE—
► WKBT (8) NBC, CBS, ABC; H-R; 103,000; $250

MADISON—
► WHA-TV (*21)
► WKOW-TV (27) CBS; Headley-Reed; 125,000; N; $250
► WMTV (33) ABC, NBC; Bolling; 125,000; $280
Badger Television Co. (3) Initial Decision 7/31/54

MARINETTE (GREEN BAY)—
► WMBV-TV (11) NBC, ABC; Venard; 211,440; $250

MILWAUKEE—
► WISN-TV (12) ABC, DuM; Petry; 700,000; N, LF, LS; $800
► WTMJ-TV (4) NBC; Harrington, Righter & Parsons; 781,222; N, LL, LF, LS; $1,150
► WXIX (19) CBS, CBS Spot Sls.; 398,255; N; $800
WCAN-TV (25) See footnote
WFOX-TV (31) 5/4/55-Unknown

SUPERIOR (DULUTH, MINN.)—
► WDSM-TV (6) NBC; Free & Peters; 123,000; $325
► KDAL-TV (3) See Duluth, Minn.

WAUSAU—
► WSAU-TV (7) CBS, NBC; ABC, DuM (per program basis); Meeker; 81,700; $250

WHITEFISH BAY†—
WITI-TV (6) 6/29/55-Unknown

WYOMING

CHEYENNE—
► KFBC-TV (5) CBS, ABC, NBC, DuM; Hollingbery; 46,100; $150

ALASKA

ANCHORAGE†—
► KENI-TV (2) ABC, NBC; Fletcher, N. Y., Day, Seattle; 18,300; $150
► KTVA (11) CBS, DuM; Alaska Radio-Tv Sls.; 20,000; $150

FAIRBANKS†—
► KFAR-TV (2) NBC, ABC; Fletcher, Day; 6,500; $100
► KTVF (11) CBS; Alaska Radio-Tv Sls.; 6,350; $135

JUNEAU†
Alaska Broadcasting System Inc. (8) 11/2/55-Unknown

HAWAII

HILO†—
► KHBC-TV (9) Satellite of KGMB-TV Honolulu

HONOLULU†—
► KGMB-TV (9) CBS; Free & Peters; 89,500 (includes Hilo and Wailuku satellites); $405
► KONA (2) NBC; NBC Spot Sls.; 77,000; $300
► KULA-TV (4) ABC; Young; 78,000; $300

WAILUKU†—
► KMAU (3) Satellite of KGMB-TV Honolulu
KMVI-TV (12) 5/25/55—Unknown

PUERTO RICO

MAYAGUEZ†—
WORA-TV (5) CBS; 1/27/55-Unknown

SAN JUAN†—
► WAPA-TV (4) ABC, NBC; Caribbean Networks; 95,000; $200
► WKAQ-TV (2) CBS; Inter-American; 65,000; $300
WIPR-TV (*6) 2/2/55-Unknown

CANADA

BARRIE, ONT.—
► CKVR-TV (3)

BRANDON, MAN.†—
► CKX-TV (5) CBC; All-Canada, Weed; 8,302; $170

CALGARY, ALTA.—
► CHCT-TV (2) CBC, ABC, CBS, NBC; All-Canada, Weed; 33,000; $250

EDMONTON, ALTA.†—
► CFRN-TV (3) CBC; Radio Rep., Young, Oakes; 35,000; $260

HALIFAX, N. S.†—
► CBHT (3) CBC, CBS; $220

HAMILTON, ONT.—
► CHCH-TV (11) CBC; All-Canada, Young; 437,404; $400

KINGSTON, ONT.—
► CKWS-TV (11) All-Canada, Weed; 35,000; $200

KITCHENER, ONT.—
► CKCO-TV (13) CBC; Hardy, Hunt, Weed; 258,330; $350

LETHBRIDGE, ALTA.—
► CJLH-TV (7) All-Canada

LONDON, ONT.—
► CFPL-TV (10) CBC, ABC, CBS, NBC, DuM; All-Canada, Weed; 128,000; $370

MONCTON, N.B.—
► CKCW-TV (2) CBC; N

MONTREAL, QUE.—
► CBFT (2) CBC French; CBC; 221,216; $800
► CBMT (6) CBC; CBC; 221,216; $600

OTTAWA, ONT.—
► CBOFT (9) CBC; $230
► CBOT (4) CBC; CBC; 38,500; $320

PETERBOROUGH, ONT.—
► CHEX-TV (12) CBC, ABC, CBS, NBC; All-Canada, Weed; 46,000; $230

PORT ARTHUR, ONT.†—
► CFPA-TV (2) CBC; All-Canada, Weed; 8,500; $170

QUEBEC CITY, QUE.—
► CFCM-TV (4) CBC; Hardy, Hunt, Weed; 30,000; $350

REGINA, SASK.†—
► CKCK-TV (2) CBC; All-Canada, Weed; 20,000; $200

RIMOUSKI, QUE.†—
► CJBR-TV (3) CBC; Stovin, Young; 17,000; $200

ST. JOHN, N. B.†—
► CHSJ-TV (4) CBC; All-Canada, Weed; 35,000; $250

ST. JOHN'S, NFLD.—
► CJON-TV (6) CBC, CBS, NBC, ABC; All-Canada, Weed; 9,000; $200

SASKATOON, SASK.†—
► CFQC-TV (8) CBC, ABC, CBS, NBC; Radio Rep.; 15,000; $230

SAULT STE. MARIE, ONT.†—
► CJIC-TV (2) CBC; All-Canada, Weed; 10,600; $170

SUDBURY, ONT.—
► CKSO-TV (5) CBC, ABC, CBS, NBC; All-Canada, Weed; 17,480; $200

SYDNEY, N. S.†—
► CJCB-TV (4) CBC; All-Canada, Weed; 23,600; $240

TORONTO, ONT.—
► CBLT (9) CBC, ABC, CBS, NBC, DuM; CBC; 280,000; $950

VANCOUVER, B. C.†—
► CBUT (2) CBC; CBC; 30,000; $400

WINDSOR, ONT. (DETROIT, MICH.)—
► CKLW-TV (9) CBC, DuM; Young; 1,496,000; $450

WINNIPEG, MAN.†—
► CBWT (4) CBC; CBC; 45,000; $320

MEXICO

JUAREZ† (EL PASO, TEX.)—
► XEJ-TV (5) National Time Sales; Oakes; 61,483

TIJUANA† (SAN DIEGO)—
► XETV (6) Weed; 324,558; $500

The following stations have suspended regular operations but have not turned in CP's: WKAB-TV Mobile, Ala.; KBID-TV Fresno, Calif.; WQXI-TV Atlanta, Ga.; WOKA (TV) Macon, Ga.; WRAY-TV Princeton, Ind.; KGTV (TV) Des Moines, Iowa; WKLO-TV Louisville, Ky.; WWOR-TV Worcester, Mass.; WLAM-TV Lewiston, Me.; WPMT (TV) Portland, Me.; WFTV Duluth, Minn.; WCOC-TV Meridian, Miss.; WFPG-TV Atlantic City, N. J.; WRTV (TV) Asbury Park, N. J.; WTRI (TV) Albany, N. Y.; WTVE (TV) Elmira, N. Y.; WQMC (TV) Charlotte, N. C.; WIFE (TV) Dayton, Ohio; KCKB (TV) Tulsa, Okla.; WFMZ-TV Allentown, Pa.; WLBR-TV Lebanon, Pa.; WKST-TV New Castle, Pa.; WKJF-TV Pittsburgh, Pa.; WEEU-TV Reading, Pa.; WNET (TV) Providence, R. I.; KNUZ-TV Houston, Tex.; KETX (TV) Tyler, Tex.; WBTM-TV Danville, Va.; WACH-TV Newport News, Va.; WKNA-TV Charleston, W. Va.; WJPB-TV Fairmont, W. Va.; WCAN-TV Milwaukee.

(Stations continues from page 86)

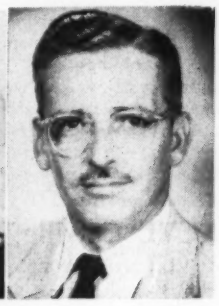
STORER REASSIGNS KOESSLER, RIORDAN

APPOINTMENT of Walter M. Koessler as managing director of WGBS-TV Miami was announced last week by George B. Storer Jr., vice president of Storer Bcstg. Co. southern district.

Mr. Koessler succeeds Francis Riordan, who has been transferred to the post of managing director of KPTV (TV) Portland, Ore., another Storer station.

The new WGBS-TV managing director, born

MR. KOESSLER



MR. RIORDAN

in Milwaukee, Wis., was associated with WULO Janesville, Wis., as sales manager; WROK Rockford, Ill., as general manager, and WITV (TV) Fort Lauderdale (Miami) as general manager and executive vice president, before going to WGBS-TV as sales manager in August.

Mr. Riordan has been with the Storer organization for 10 years, for nine of which he was in the sales department at WGBS Miami, becoming sales manager there in 1951. In January of this year he was named sales manager of WGBS-TV and was appointed managing director of the station in August. He began his broadcasting career in Chicago, where he joined NBC as a mail and page boy, later engaging in sales promotion activities of the radio network's central division, also in Chicago.

Daniel P. Weinig to Head Eastern Sales for Storer

DANIEL P. WEINIG, account executive since 1951 with The Katz Agency, station representative, has been named eastern radio sales manager of Storer Broadcasting Co., effective Jan. 2, it was announced last week by Tom Harker, Storer's vice president and national sales director.

MR. WEINIG

Mr. Weinig, who also has been associated with WELI New Haven and WLEU Erie, Pa., replaces John R. Porterfield, who resigned Nov. 21 to become a salesman with WABC-TV New York.

According to Mr. Harker, Mr. Weinig will work closely with The Katz Agency and John Blair & Co., in the interest of SBC's radio properties, which include WSPD Toledo, Ohio, WWVA Wheeling, W. Va., WAGA Atlanta, WGBS Miami, WJBK Detroit, WBRC Birmingham and WJW Cleveland.

WNDU-TV Plans Local Color

COLOR tv gear has been ordered by WNDU-TV South Bend, Ind., NBC affiliate, in line with its plan to equip completely for local originations and transmissions of films and commercials, it was announced Wednesday by Bernard C. Barth, vice president and general manager of the U. of Notre Dame commercial station. The NBC affiliate placed an order for a vidicon color camera chain.

WNDU-TV has been transmitting NBC-TV color shows since it went on the air July 15. Advertisers who buy spots in color programs will be offered color commercials on film or slides when equipment is delivered and installed. The station also is considering purchase of full-length color motion pictures, it was reported.

NBC Spot Sales Appointed KOA-AM-TV Representative

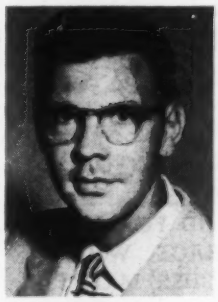
APPOINTMENT of NBC Spot Sales as the national sales representative for NBC affiliate KOA-AM-TV Denver was announced jointly last Wednesday by William Grant, president of KOA Inc. and general manager of the station, and Thomas B. McFadden, vice president in charge of NBC Spot Sales. The agreement becomes effective Feb. 1.

Welcoming KOA-AM-TV to its list of stations represented, Mr. McFadden said that with the additions, NBC Spot Sales would improve "coverage pattern of major markets which are sold and serviced for national advertisers." NBC Spot Sales will represent a total of 12 tv and 10 radio stations.

KOA is a 50 kw clear channel station on 850 kc, serving an area that includes 12 west central states. KOA-TV, with an effective power of 100 kw on ch. 4, covers an estimated 280,000 tv homes in the Denver area.

KONA-TV Appoints Gunn National Sales Manager

JAMES A. GUNN has been appointed general sales manager at KONA-TV Honolulu, replacing James Wethington, resigned. Mr. Gunn rejoins KONA-TV after a year's absence, during which he was sales manager of KTVW Seattle. Prior to that he was an account executive at the Honolulu tv station.



MR. GUNN

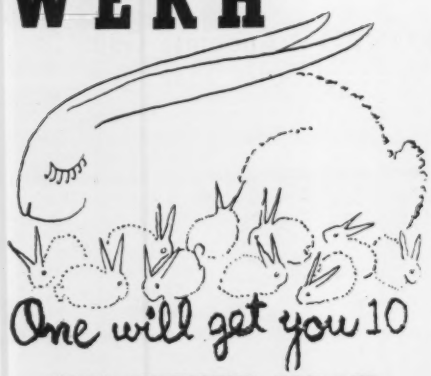
James Spencer, an account executive with KONA-TV, has been appointed national sales manager, and Gerald Pendrey, formerly with KTVW Seattle, has been named account executive.

WGN-AM-TV, Cubs Sign

NEW exclusive pact between WGN-TV Chicago and the local Cubs National League baseball club has been announced, covering tv rights to all home games for 1956-57. Agreement was signed by J. Howard Wood, president, and Frank P. Schreiber, vice president, of WGN-AM-TV, and by Philip K. Wrigley and James T. Gallagher, president and business manager of the Cubs, respectively. Pact covers 77 Cubs home contests and equalizes it with the Chicago White Sox agreement, which has two years to run and covers 55 daytime home games. The 1956 telecasts will be sponsored again on WGN-TV by Theodore Hamm Brewing Co., St. Paul, and Oklahoma Oil Products Co., Chicago.

LARGE delegation of NBC Spot Sales personnel converged on Denver last week when that organization was appointed KOA-AM-TV sales representative. L to r: first row, Robert Hix, KOA sales manager; William Grant, president of KOA Inc.; George Dietrich, NBC Spot Radio national manager, and Paul Mensing, Chicago; second row, Frank DeRosa, Chicago, and Martin Pollins, New York; third row, George Dubinetz, Chicago; Robert Howard, New York; Paul Maguire, New York; Martin Percival, San Francisco; Doty Eduarde, Hollywood, and Herbert Watson, New York; standing, John Anderer, KOA salesman; James Atkins, KOA program director; Gene Grubb and Bill Lydle, both KOA salesmen.

WERH



WHY OVERSPEND FOR MID-SCOUTH COVERAGE WHEN WERH REACHES MORE RADIO HOMES THAN ANY 10 STATIONS IN THE SAME AREA COMBINED.

WERH is the most powerful selling influence in Northwest Alabama and Northeast Mississippi . . . a rich 33 county market where WERH's 5,000 Big Watts at 970 kc dominate nearly 200,000 radio homes. Annual Retail Sales average $497,000,000 . . . Drugs $12,800,000 . . . Food $122,000,000 . . . Automotive Stores $88,818,000 . . . 1954 Consumer Spendable Income $917,000,000.

General Summary CONLAN RADIO REPORT, March, 1955 of Listening Habits in Hamilton, Alabama Area including Winfield, Sulligent, Red Bay and Guin (Ala.) and Fulton, Amory, Mississippi. Area Radio Homes—49,160.

SUNDAY THRU SATURDAY		
Hours	6 A.M. to 12 Noon	12 Noon to 6 P.M.
Radios in Use	22.3	23.0
Distribution of Listening Homes Among Stations		
WERH	76.6	78.3
Station "A"	6.3	7.3
Station "B"	5.6	4.3
Station "C"	3.4	2.7
Other	8.1	7.4

5000 WATTS
970 KC
HAMILTON, ALA.
HUGH J. FITE, President

WERH
An Affiliate of the
KEYSTONE BROADCASTING SYSTEM

National Representatives
HIL F. BEST CO.

Peoples Bcstg. Names Walker General Manager for WTTM

FRED E. WALKER takes over as general manager of WTTM Trenton, N. J., today (Monday), according to Herbert E. Evans, vice president and general manager of Peoples Bcstg. Corp., a subsidiary of Nationwide Insurance Co.

MR. WALKER

Mr. Walker formerly was WTTM director of public affairs, joining the station in 1952. Just prior to being named general manager, he was director of public relations for WPTZ (TV) Philadelphia. He succeeds Fred L. Bernstein, who became vice president of Forjoe & Co. and president of Peachtree Co., Atlanta, both station representatives, Dec. 1.

Peoples also owns WRFD Worthington, Ohio; WGAR Cleveland, and WMMN Fairmont, W. Va.

Three Pittsburgh Stations Join Forces for Campaign

THREE Pittsburgh radio stations have joined together in a campaign to demonstrate the medium's selling ability.

WCAE, WJAS and KQV currently are pointing to a "450% increase in sales of Hanover Canned Foods attributed to the use of saturation advertising campaigns on the three stations." Theme of the cooperative effort is "What We Did for Hanover, Radio Can Do for You—At Moderate Cost."

Pleasure with the success of heavy schedules of spot announcements in the Pittsburgh "test market" throughout the fall was expressed by George Lawrence, Hanover sales manager, and Ed Walpert, account manager of Arndt, Preston, Chapin, Lamb & Keen, Philadelphia agency.

"I have never seen such all-out cooperation on the part of radio stations in my years in this business," declared Mr. Lawrence.

Mr. Walpert commented that "we have always felt that a quality product will sell if enough people know about it."

KSEL Reports Gain in Sales

SALES at KSEL Lubbock, Tex., currently are showing "a healthy increase" over 1954, according to General Manager M. M. Rochester. October billings were 22.46% over the same period in 1954, and weekend billings for the month were 50.01% above October 1954. November sales will indicate a gain over October 1955 and a substantial increase over November 1954, Mr. Rochester said.

KCVL Colville, Wash., on Air

KCVL Colville, Wash., has gone on the air on 1480 kc with a 1 kw daytime operation. General manager of the locally-owned, music-news station is Merle B. Peterson. John P. Esvelt is commercial manager.

WBIE Begins Broadcasting

WITH a music and news format, WBIE Marietta, Ga., went on the air Nov. 14 on 1050 kc, 500 w daytime. James W. Wilder, formerly at WBML Macon, Ga., is general manager and Dudley D. McCaskill serves as commercial manager.

WESTINGHOUSE BROADCASTING Co. interviews the chairman and vice chairman of the White House Conference on Education in Washington Nov. 28-Dec. 4 as part of the coverage for the company's nine radio and tv stations [B•T, Nov. 14]. Taking part are (l to r): Bill Dempsey, KPIX San Francisco, WBC special tv correspondent; Rod MacLeish, WBZ-WBZA Boston-Springfield, WBZ special radio correspondent; Neil McElroy, conference chairman and president of Procter & Gamble; Finis Engleman, conference vice chairman and Connecticut commissioner of education, and Gordon Hawkins, WBC educational director.

Nine Stations to Carry Texas Tech Basketball

NINE West Texas radio stations have formed a network to carry the 21-game basketball schedule of the Texas Tech Red Raiders, Lubbock. Baldridge Bakery Co., same city, will sponsor the games with Jack Dale doing the play-by-play.

The games will originate through KFYO Lubbock and be fed to KLVT Levelland, KPET Lamesa, KVOP Plainview, KVOW Littlefield, KOSA Odessa, KCRS Midland, KSNY Snyder and KBST Big Springs.

COMPLETING arrangements for broadcast of the Texas Tech basketball games over a nine-station West Texas network are (l to r): seated, Polk Robinson, Tech basketball coach; Mrs. Joe Baldridge of the sponsoring Baldridge Bakeries; Paul Turpen, KFYO Lubbock sales manager; standing, Jack Dale, KFYO sportscaster who will do the play-by-play, and Joe Baldridge Jr.

KWTO Introduces 'Listen', New Programming Format

NEW "flexible programming" format, tailored along the lines of NBC's *Monitor* and ABC's *New Sounds for You* concept and designed for tastes of its Ozark listeners, has been instituted by KWTO Springfield, Mo.

Leslie L. Kennon, vice president of KWTO, said the new format, *Listen*, is based on the concept of local personalities talking with well-known international and local figures with interspersement of music. Station has specialized in country music for the past 22 years. In addition to the three-hour *Listen*, KWTO programs four hours of live music each day except Sunday.

Best Predicts More Sales For Spot Radio in 1956

HIL F. BEST, station representative, forecast increased spot schedules on radio in 1956 at a dinner meeting in Detroit of managers from 15 of the 18 Michigan stations he represents. He called am radio the only direct route to the grass roots of America and stated that more and more advertisers are hearing the word, instead of trying to see the light of the "magic lantern."

WRCA-AM-TV Business Up

OCTOBER LOCAL SALES at WRCA New York increased 15% over the same month last year while WRCA-TV business increased 17%, Hamilton Shea, NBC vice president in charge of stations, announced Nov. 25. Mr. Shea said national spot sales for both stations also increased.

Advertisement

From where I sit
by Joe Marsh

Easy Coins A Quick Profit

Hear about Easy Roberts last Friday? I helped him count his money—both before and after—so believe me, the story's true.

Easy was on the way to the bank to deposit his "cookie jar" savings—exactly $24.95 in nickels, dimes and quarters. He had them in a paper bag and as we crossed Main Street the bottom fell out.

Money went flying. Passers-by pitched in to help recover the coins. Later on when Easy counted up, he had $25.05. The "search party" had turned up all of Easy's money *plus* ten cents someone else had lost!

From where I sit, I wouldn't want to try this "Easy" way to make money. Usually, it takes time for a bank roll to grow . . . just as it takes time for a friendship to grow. But by respecting a neighbor's rights—including his right to drink coffee, tea, beer or buttermilk, whichever and whenever he chooses—it's wonderful the solid friendship you can build. You can "bank" on that.

Joe Marsh

Copyright, 1955, United States Brewers Foundation

REPRESENTATIVE APPOINTMENT

WTAO Cambridge, Mass., names Robert S. Keller Inc., N. Y., national representative, effective immediately. Keller also represents WTAO-TV.

REPRESENTATIVE PEOPLE

Jay A. Whalen, salesman at Edward Petry & Co., to sales staff, N. Y. office of Venard, Rintoul & McConnell Inc.

Norman Noyes, L. A. manager, Branham Co., Chicago, father of girl, Nov. 19.

STATION PEOPLE

Harold O. Parry, WSAI Cincinnati sales staff, appointed sales manager. **Howard Eicher,** former freelance radio-tv performer, to WSAI as account executive.

Les Lindvig, account executive, KPHO-TV Phoenix, Ariz., appointed local television sales manager for that station.

Willard W. Thomas, former sales manager, KEPR-TV Pasco, Wash., to KLEW-TV Lewiston, Idaho, as sales manager. **Robert A. Loudon,** salesman, KLER Lewiston, Idaho, to KLEW-TV Lewiston as combination salesman-production man.

Tom Gregory, chief announcer, WPAT Paterson, N. J., appointed staff announcer for WABD (TV) New York.

David Kittrell, former Atlanta manager, CBS Radio Spot Sales, to WTVD Durham, N. C., sales department.

Jack Carney, KGUL Galveston, Tex., to KOOL-TV Phoenix, Ariz., as announcer-director. **Mrs. Dawna Banford** to KOOL-TV as director of continuity.

George Hack, disc jockey, WMID Atlantic City, N. J., to WSUX Seaford, Del., as program director, disc jockey.

Jim O'Leary, disc jockey, KBIQ Avalon, Calif., to KCBQ San Diego.

Jack Duane, former news and sports director, KFKA Greeley, Colo., appointed KVWO Cheyenne, Wyo., news and sports director.

Bernard N. Lomberg, former freelance tv producer, to WIP Philadelphia as account executive.

Pat Gardenhire, Ted Levy Agency and Daugherty Assoc., Denver, to KBTV (TV) Denver as account executive.

Shigeo Toyama to KHBC Hilo, Hawaii, engineering staff.

Richard Kitson to KGMB-TV Honolulu, Hawaii, production department.

Ernesto Cervera to KWKW Pasadena, Calif., as special consultant for Spanish language programs.

Sid Hampel, sales manager, WPAT Patterson, N. J., to sales staff, WOV New York.

Joan Weldon, Hollywood vocalist, signed to contract at KTLA (TV) Los Angeles.

Roger Juveland and **Lowell Johnson** to KXJB-TV Fargo, N. D., as cameramen; **Rexford L. Watson** to KXJB-TV Fargo, N. D., as film editor; **Duane Chance** to CBS Hollywood tape recording department; **John Hart** to KGEZ Kalispell, Mont., as announcer; **Jack Hurlbut** to WKOW-TV Madison, Wis.; **Ronald Sang** to WISN-TV Milwaukee as floorman; **Paul L. Morgan** to KVVG Tulare, Calif., as announcer-director; **Robert K. Harmon** to KGNC-TV Amarillo, Texas, as floorman; **Mary Seidl** to KGNO Dodge City, Kans., as commercial writer, and **Edgar M. Engelen** to WDAY-TV Fargo, N. D., as camerman. All are graduates of Northwest Radio & Television School, Portland, Ore.

Margie Klain, Stephens College, Columbia, Mo., graduate, to continuity department of WIRE Indianapolis.

Milton Slater, former program manager, WWLP-TV Springfield, Mass., to WHTN-TV Huntington, W. Va., as program director. He fills vacancy created by resignation of **George Snell. Frank Introvatolo** to WHTN-TV as studio engineer. **Lloyd Hamlin** to station as projectionist-photographer, and **Jerry F. Cales** to WHTN-TV as projectionist. **Jerome Lipman** to station sales department and **Ted Wolfe** to WHTN-TV announcing staff.

Grady Cole, WBT Charlotte, N. C., agriculture editor, appointed chairman of Mutual Aid Division of Charlotte-Mecklenburg County Civil Defense organization.

Sig Sakowicz, disc jockey, WJJD Chicago, appointed to board of directors for United Cerebral Palsy Assn. of Chicago.

Mary Merryfield, commentator, WMAQ Chicago, has departed for Near East trip to tape material for her *Radio Journal.*

Barry Glass, disc jockey, WWIN Baltimore, married to Shirley Politzer Nov. 29 in Baltimore.

Lloyd O. McFee, WEIC Charleston, Ill., program director, father of girl, Sept. 28.

Elton H. Rule, general sales manager, KABC-TV Los Angeles, father of girl, Christi Ann, Nov. 17.

Walter Smith, KYW Philadelphia, father of girl, Diane, Nov. 12.

Ruth R. Borscher, WITH Baltimore, to be married to Mr. Alfred L. Hurwitz, Dec. 26.

WSDR Prevents 'Big Blow'

A YOUNG man walked into a filling station in Rock Falls, Ill., and ordered five gallons of fuel oil. Twenty minutes after the man left, the station attendant discovered that he had filled the can with high test gasoline, and notified Fire Chief Russell Maynard and Police Chief Glenn Keime of his error.

The public officials asked WSDR, in nearby Sterling, to broadcast warnings every 10 minutes that the fuel "could cause a terrific explosion" if ignited in a furnace. The station also broadcast an appeal for volunteers to make a house-to-house canvass looking for the purchaser.

Within an hour several hundred joined the search and two of them located the buyer, Andy Chambers. Mr. Chambers said that he had poured the fuel into his tank and "was just going to light it."

NBC, NABET Differ Concerning Color Crew

POSSIBILITY of a full-blown dispute between NBC and the National Assn. of Broadcast Employes & Technicians (NABET-CIO), involving WNBQ (TV) Chicago and its current color plans, hung in the balance Friday.

The controversy arose over staffing requirements for the operation of color tv equipment at WNBQ and stemmed initially from a two-and-a-half hour work stoppage at NBC's WMAQ some weeks ago.

NABET's Chicago office charged Thursday, in a prepared statement, that the disagreement emerged because of the network's demand for "sub-standard staffing and wages" for operating tv equipment and the alleged refusal to honor a joint union-management committee pact of 1954. G. Tyler Byrne, NABET network director, said NBC threatened to drop its color conversion program for WNBQ, announced by the network Nov. 2 [B•T, Nov. 7].

Core of the dispute is how many technicians should be assigned on color crews. NABET claims one should be assigned to each color camera chain, whereas NBC was represented as insisting on one for each two chains.

In Chicago NBC officials declined comment inasmuch as the matter had been referred to New York network quarters. NBC in New York had no immediate comment, except to say Friday afternoon that company and union were working toward a solution. NABET sources reported the dispute had been partly settled but that the "one-half disagreement" could be important in any settlement.

The question was raised in NBC Chicago quarters, however, as to whether NABET's network pact would apply to local color originations which WNBQ plans to pioneer in Chicago.

The NABET statement claimed that NBC originally had "insisted" that the color tv program be coupled "with another demand in radio which also represents a contract violation." It blamed the brief stoppage at WMAQ on NBC's "insistence" on this procedure.

Birmingham Union Agrees Not to Picket Advertisers

A FEDERAL judge Thursday approved an agreement in which technicians of IBEW Local 253, promised not to picket advertisers of WAPI, WAFM (FM) and WABT (TV), all Birmingham, Ala., where a strike has been in progress since July 1.

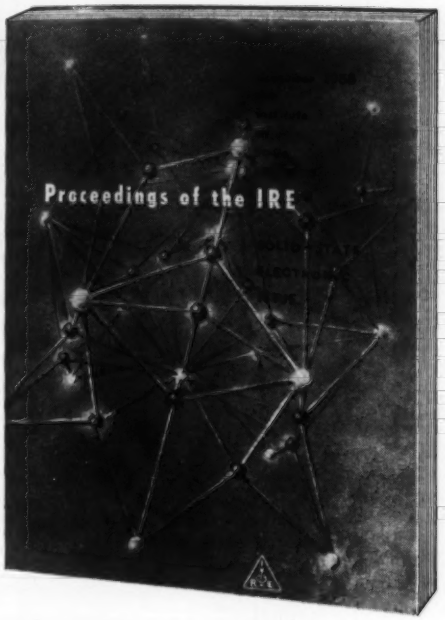
Approved by U. S. District Judge Hobart Grooms, the agreement was signed two days before a scheduled hearing on a petition by the National Labor Relations Board for a temporary injunction to halt alleged secondary boycotting by the union.

S. B. Teu, NLRB attorney, said the agreement accomplishes the same purpose as that sought in the petition for an injunction. The injunction hearing was postponed indefinitely. The agreement provides that the union will not picket any concern in an effort to force it to "cease doing business with Alabama Broadcasting System Inc.," which operates the three stations.

It also was stipulated that the union will not seek to have employes of other companies refuse to handle goods with the object of forcing such persons or companies to cease doing business with Alabama Broadcasting. If the union is charged with violating the agreement, it is provided that NLRB may call on its injunction petition by giving three days notice.

About 20 technical engineers represented by

What is "solid state electronics"?



You have already received great services from "Solid State Electronics"... but much more is coming your way!

This side of radio science is both old and new. It started with the galena detector which gave you signals you could hear. In phosphers that glow in response to electronic bombardment, it gave you, first, a picture tube—and now, full color television.

Ferrites that store and repeat electronic signals—the memory elements of the computer—are the next stage in this radio engineering. Tomorrow, "steareatronics" (as Cornelius Ryan calls it in Collier's) will provide silicones and other solid state materials which will store heat and power from the sun to serve you.

A working summary of this science is offered to you in the December issue of "Proceedings of the IRE"—from background data to the newest research. This one issue, some 300 pages, is the word count equivalent of a 600-page text book... useful, up-to-the minute. It is a history-making issue you will treasure for years.

Price to non-members... **$3.00**

(All IRE members will receive this December issue as usual. Extra copies to members, $1.50 each.)

Every Article Is a "Treasure" in this History-Making Issue

"Lead Article," by Dr. Frank Herman, RCA Laboratories, Inc.

"Field of Ferrites," a paper covering the history of the development of ferrites, by Dr. E. W. Gorter, The Philips Co.

"Ferrite Developments," by Dr. Paul N. Russell

"Historical background and current state of the art in dielectric materials," by Dr. E. T. Jaynas, Stanford University

"Future trends and unsolved problems in dielectric materials," by Dr. Gen Shirane, Pennsylvania State University

"History of Semiconductor Research," by G. L. Pearson and W. H. Brattain, Bell Telephone Laboratories, Inc.

"Germanium and Silicon," by G. A. Morton and M. L. Schultz, RCA Laboratories, Inc.

"Conductivity, Hall effect and optical absorption of intermetallic compounds," by Dr. H. P. R. Prederikse, National Bureau of Standards

"Photoconductivity in some of the sulfides and selenides," by Dr. Richard H. Bube, RCA Laboratories, Inc.

"Performance of Photoconductors," by Dr. Albert Rose, RCA Laboratories, Inc.

"Lead Salts or Infra-red Photoconductors," by T. S. Moss

"Design & Performance in a Storage Light Amplifier," by Rosenthal Jennie, Allen B. Dumont Labs.

"An Electroluminescent Light, Amphtyme Picture Panel," by B. Kazan and F. H. Nicoll, RCA Laboratories, Inc.

"Cathodoluminescence," by Dr. G. F. J. Garlick, University of Birmingham

"Electroluminescence," by Prof. Georges Destriau and Dr. Henry F. Ivey, Faculte des Sciences de Paris

"Physical Chemistry of Phosphors," by Dr. F. A. Kroger, The Philips Co.

The Institute of Radio Engineers

1 East 79th Street • New York 22, N. Y.

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☐ Enclosed is $3.00

☐ Enclosed is company purchase order for the December, 1955 issue on "Solid State Electronics"

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the union struck after their contract with the company expired and the two sides were unable to agree on terms for a new pact. One of the major issues in the long walkout is understood to be the number of engineers which the stations will have on duty at their studios.

NARTB Seeks Voice In Wage-Hour Hearing

NARTB has asked for permission to appear before a wage-hour hearing to be held in mid-December to consider revision of salary tests for Wage-Hour Act exemption. Charles H. Tower, NARTB employer-employe relations manager, asked to testify in a letter sent Wednesday to Newell Brown, Wage-Hour Administrator.

"Any upward revision of salary tests ($55 for executives, $75 for administrative and professional employes) would bring significant numbers of broadcasting employes now exempt under wage-hour requirements of the act," Mr. Tower said. "The Wage-Hour Act has been a source of many problems in our industry, particularly for the small broadcaster. In a seven-day-week 16-hour-a-day operation, which is typical of many broadcasting stations, the application of the act has not been easy."

WAIT Signs Union Contract

WAIT Chicago has reached an agreement with the National Assn. of Broadcast Employes & Technicians (NABET-CIO) on a one-year contract covering seven of its employes. The union pact with the independent station provides for maximum wage of $132 per week, an eight-hour working schedule, more liberalized paid vacations and a severance pay clause.

NBC ELECTS FIVE NEW V.P.'S: DANN, CULLIGAN, HERBUVEAUX, SCOTT, WERNER

Announcement being made today. Werner election follows promotion just one week ago to national program director for network.

MR. CULLIGAN MR. SCOTT MR. DANN MR. HERBUVEAUX MR. WERNER

ELECTION of five new vice presidents of NBC is being announced today (Monday) by NBC President Sylvester L. (Pat) Weaver Jr.

They are Michael H. Dann, NBC-TV program sales; Matthew J. Culligan, NBC-TV national sales director; Jules Herbuveaux, WMAQ-WNBQ (TV) Chicago general manager; Walter D. Scott, NBC-TV national sales manager, and Mort Werner, NBC-TV national programs.

Mr. Dann, who will report to Thomas A. McAvity, vice president in charge of NBC-TV, has been director of program sales since 1954. He has represented the program department in matters pertaining to the sale of network-produced programs. After five years as a radio comedy writer, Mr. Dann in 1948 joined NBC as a press department staff writer, became trade and business editor in 1949 and two years later was named program sales coordinator for tv packaged programs. Before his appointment as manager of NBC-TV programs, he served as supervisor of special telecasts and as manager of special projects.

The NBC association of Mr. Culligan, who will report to George H. Frey, NBC-TV vice president in charge of sales, started at NBC in 1952 when he was sales manager for NBC's participating programs department. He played a major role in compiling a record high total of more than $13 million gross billings for 1954 for the network's *Today*, *Home* and *Tonight* programs. He was a vice president of John Sutherland Productions, tv film producers, and in the advertising phase of publications, before joining the network.

Mr. Herbuveaux, who will report to Charles R. Denny, vice president in charge of NBC owned stations and NBC Spot Sales, became general manager of WMAQ-WNBQ in April 1954 after having been assistant general manager of the stations for a year. In 1949, Mr. Herbuveaux was appointed manager of tv for NBC's Central Div. after having been program manager of WMAQ since 1939. He first was associated with NBC as a music arranger and conductor in Chicago and in 1931 became NBC's music director. He also held various creative and administrative positions with the network.

With NBC since 1938 when he joined its sales department, Mr. Scott was named eastern sales manager in 1949 and two years later became New York radio network sales manager, followed by appointment the next year to a new post of administrative sales manager. Before his NBC association, Mr. Scott was in the sales department of Hearst Radio Inc. and had been on the advertising staff of the *Daily Oklahoman & Times*. He will report to Mr. Culligan.

Mr. Werner's appointment as NBC-TV national program director had been announced only last Monday. Last February, he was made director of participating programs for the tv network after having been producer of *Today* (starting in 1951) and later executive producer for *Today*, *Home* and *Tonight*. Mr. Werner began in radio in 1932 with the Don Lee network in San Francisco. He was an announcer, singer, writer and producer, 1936-1941, in both San Francisco and Hollywood. In 1941, Mr.

FOUND:

a welcome answer to your business gift problem

For a gift that's sure to please, give one you'd like to receive yourself—Hennessy, the world's preferred Cognac Brandy. Just go to your local store and see all of the colorful, imported Hennessy gift packages and distinctive bottles ranging from about $3.50 to $20. No matter which you choose, yours will be a gift of good taste that is sure to please.

★ ★ ★

HENNESSY

THE WORLD'S PREFERRED

COGNAC BRANDY

84 Proof Schieffelin & Co., New York

John O. Gantner, Jr., President of Gantner of California, reveals why

"She always has the last word!"

"They say a woman will always have the last word. It's certainly true when she shops for a swimming suit!

"She waits till the last possible minute, and insists she get the 'last word' in style. Pressure on stores is terrific. If 'hot' styles run out of stock, those sales are gone forever.

"But our retail accounts know they can depend on Gantner.

"Gantner styles can be restocked to any store in the country in a few hours, *while the ads are running*. Not a moment is lost — not a sale is lost — thanks to Air Express!

"And one last word — about costs. Specifying Air Express can save you money, too. 15 lbs. from San Francisco to Chicago, for example, costs $10.91. That's $1.09 less than any other complete air service!"

Air Express

GETS THERE FIRST *via U.S. Scheduled Airlines*

CALL AIR EXPRESS . . . *division of* RAILWAY EXPRESS AGENCY

LOOK!
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(Source: Elliot Haynes, Limited)
PEOPLE WITHIN THE PRIMARY COVERAGE AREA
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TV HOMES
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REPRESENTATIVES:
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ASSOCIATE AM-FM STATION WWJ
First in Michigan—Owned and
Operated by THE DETROIT NEWS
•
National Representatives
FREE & PETERS, INC.

Werner was program director for the Office of War Information and in 1943 joined the Armed Forces Radio Service as program director. He built KHUM Eureka, Calif., in 1946 and started KVEN Ventura two years later. Mr. Werner will report to Richard A. R. Pinkham, vice president of television network programs.

Networks to Meet With Affiliates

Routine sessions expected at meetings this week of stations with officials of NBC-TV (in Chicago), CBS Radio (New York) and MBS (Hollywood, Fla.).

MORE than 150 officials of NBC-TV affiliated stations are expected to gather at Chicago's Drake Hotel this week for the affiliates' semi-annual convention, meeting Thursday in a private session and Friday with top officials of the network.

The convention is one of three network-affiliate conferences scheduled this week. Mutual officials meet with the 14-member Mutual Affiliates Advisory Committee in Hollywood, Fla., in sessions starting tomorrow (Tuesday) and extending through Thursday, while the board of directors of the CBS Radio Affiliates Assn. meets with officials of that network in a one-day meeting in New York Thursday [B•T, Nov. 21].

Looking to the NBC conclave, leaders among affiliates and network spokesmen appeared agreed that the two-day meeting, unlike some that have preceded it, seemed unlikely to be marked by serious controversy between network and affiliates.

The meeting comes almost on the second anniversary of the date when President Sylvester L. (Pat) Weaver Jr. and Executive Vice President Robert W. Sarnoff assumed their present offices, Dec. 4, 1953, and much of NBC's presentation to the affiliates is expected to consist of a look at accomplishments to date and an outline of plans for the future. Messrs. Weaver and Sarnoff will head the NBC delegation and lead in the presentation, with Mr. Sarnoff expected to deal in detail with NBC-TV color plans.

The Thursday-Friday meeting will be preceded by a Wednesday session of the affiliates' nine-man committee headed by Walter J. Damm, WTMJ-TV Milwaukee. This meeting and that of the general affiliate body on Thursday will be closed but the session in which NBC-TV makes its presentation will be open, as will the Friday luncheon meeting. The convention will wind up with a "kick-around" session Friday afternoon, according to Mr. Damm.

The affiliates committee is slated to elect officers during the Chicago deliberations.

NBC officials on the agenda to take part in the Friday session include, in addition to Messrs. Weaver and Sarnoff: Thomas A. McAvity, vice president in charge of the television network; George H. Frey, tv network sales vice president; Matthew J. Culligan, newly-elected vice president and national sales director of NBC-TV (see story, page 100); Richard A. R. Pinkham, vice president in charge of television network programs; Joseph A. McDonald, vice president, treasurer, and head of the Political Broadcast Unit, and Stockton Helffrich, manager of continuity acceptance.

Like NBC-TV's convention, the meeting between the board of directors of the CBS Radio Affiliates Assn. and officials of CBS Radio is expected to be unstirred by controversy. The board is headed by Kenyon Brown, KWFT Wichita Falls, Tex. The network delegation at the conference will be headed by President Arthur Hull Hayes. The all-day meeting will be capped by a dinner at Sardi's restaurant with commentator Lowell Thomas as guest of honor and principal speaker.

Mutual's MAAC meeting also is one of a regular series to explore sales, programming, promotion, and other network plans and accomplishments. Composition of the network contingent had not been definitely set late last week.

Color for Posterity

NBC WILL PRESENT to the Prudential Life Insurance Co.'s new mid-America home office, Chicago, a film of the network's closed-circuit color tv news conference to be placed in a time capsule during special dedication ceremonies Dec. 8. The capsule is to be opened Dec. 8— in the year 2000—as a memento of NBC's announcement Nov. 3 that WNBQ (TV) Chicago will become the world's first all-color station next April. It will be presented at the ceremonies by Jules Herbuveaux, NBC-TV vice president and general manager of WNBQ (TV) and WMAQ.

Keystone Is Considering Packaged Tv—Peterson

KEYSTONE Broadcasting System is "exploring the possibility" of entering the television field but would do so only by "selling based on our pattern of packages rather than individual stations," a network executive told B•T Thursday.

Referring to reports that KBS is interested in extending its operation to tv stations, Edwin R. Peterson, vice president, said Keystone has made inquiries into television as a long-range project, but added that no action was imminent. Mr. Peterson said KBS has been "approached by tv stations" for a program and spot service similar to that offered advertisers on radio outlets.

Mr. Peterson also reported that Keystone business in 1956 should double that recorded for the current year on the basis of advance orders. The transcription network now claims some 870 stations.

ABC-TV Said to Be Dealing With Rank for 104 Films

NEGOTIATIONS are reported to be under way by which ABC-TV will acquire the tv distribution rights for five years to 104 feature films from the J. Arthur Rank Organization for a sum ranging from $1.5-2 million. Announcement of the completion of the transaction is expected in several weeks, pending clearances on some of the films.

It is said that ABC-TV plans to carry the feature films on an across-the-board basis, 3-5 p.m. EST. Though the names of titles are not available, it is reported that all the films were produced in the past 10 years.

Some Sober Facts Behind the Search for Oil

by Former Ambassador to Great Britain,

LEWIS W. DOUGLAS

In recent times some people have expressed the view that the oil industry has been enjoying a favorable tax position by reason of the provision for depletion. Yet, drilling for oil has always been one of the riskiest businesses in the world and is becoming more hazardous. Here are a few sober facts that face the man who drills for oil today:

He must invest about $123,000 —on the average—in every exploration well he drills; yet *only 1 out of every* 9 of these "wildcat" wells ever produces oil.

And only 1 out of 44 wells finds an oil field big enough to supply America *for just 4 hours*. The odds against finding a 50,000,000 barrel field—enough to supply the U. S. for about a week—are incredible—966 to 1.

But this is not all. To a great extent the obvious shallow sands where oil might be found easily have already been tested. Consequently today's wells must be drilled to much greater depth at much greater cost to reach productive oil sands. Drilling and exploration costs are about *400% higher* than 25 years ago and the odds of finding even marginal production are far more adverse.

And unlike a factory which can produce at a constant rate for many years, an oil well dies a little each day. Finally it stops producing altogether—in other words, it becomes "depleted."

As early as 1918 Congress recognized that, with America increasingly dependent on oil, it had to create an incentive so that men would take the unusually hazardous financial risks involved in the search for oil.

Therefore, Congress wrote a depletion provision into the tax law—permitting oil producers to exclude 27½% of the gross income from their oil or gas property in arriving at a taxable income basis for tax purposes. This deduction, however, cannot exceed 50% of the property's net income. And, of course, it applies *only* to oil and gas *production*. Other activities of the industry, such as refining, are *not* subject to depletion.

Lewis W. Douglas has won distinction in virtually every phase of American life. Prior to serving as Ambassador to Great Britain, he was a Congressman, Director of the U. S. Budget, and a college president. Mr. Douglas is now Chairman of The Mutual Life Insurance Company of New York and is the principal owner of the Southern Arizona Bank and Trust Company.

Coal and metal mining—in fact, all "natural resource" industries—have similar tax provisions. Actually, the depletion provision is designed to make up for the inevitable exhaustion of the natural resources man has discovered. And it encourages the costly search for new deposits—needed to replace those that are exhausted. Yet, the provision for depletion is often misunderstood and unfairly indicted.

Experience demonstrates that the national interest has been properly guarded and well served by provisions for depletion. With the depletion provision in effect, America has become the world's largest producer and user of petroleum. Yet we pay *less* for most oil products than most other nations. And, despite record usage, we keep finding more oil than America uses. In a world of wings and wheels, this could well provide the balance of power. Certainly it is the necessary support for an economy that runs largely on petroleum products.

We can be thankful for the incentives that have encouraged men to brave the heavy risks of loss and to continue the increasingly difficult search for new oil fields which alone can replace the old fields that are being used to power our country.

This is one of a series of reports by outstanding Americans who were invited to examine the job being done by the U. S. oil industry. This page is presented for your information by The American Petroleum Institute, 50 West 50th Street, New York 20, N. Y.

3 CBS Radio Daytime Sales at $4 Million

NEW SALES, three of which alone represented a total gross annual billing near the $4 million mark, were reported Thursday by CBS Radio for its daytime schedule.

Highlighting the major buys were Lever Bros., Chesebrough Mfg. Co and Hazel Bishop Inc. which had been announced previously, according to John Karol, CBS Radio's vice president in charge of network sales.

Lever Bros. will return on the network Jan. 2 as sponsor of *Aunt Jenny* after having been off the air with the program since last March. Lever, which had been associated with the serial for 18 years, will sponsor the program for its Spry, Silverdust and Breeze products, across-the-board, 2:45-3 p.m. EST, with full sponsorship of the program Monday, Wednesday and Friday and half-sponsorship on Tuesday and Thursday. Foote, Cone & Belding is agency.

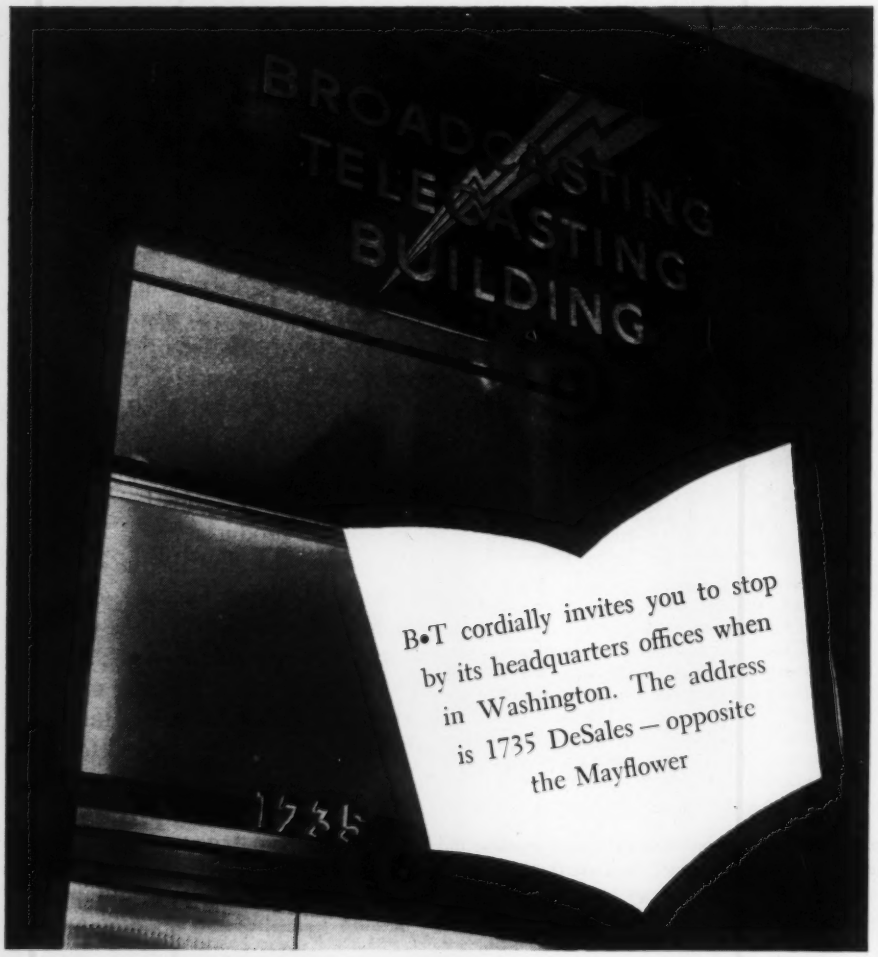
Chesebrough through J. Walter Thompson Co., New York, has purchased six segments weekly in daytime serials. Program and product details, it was understood, will be announced this week. Hazel Bishop had signed for 10 segments weekly of four Mon.-Fri. daytime serials. Raymond Spector is the agency.

In addition to the three big sales, CBS Radio reported another daytime purchase—Sunsweet Prunes, through Long Adv. Service, San Jose, Calif., picking up a quarter-hour weekly of *Houseparty*. Also announced was sponsorship of the Orange Bowl football game by R. J. Reynolds Tobacco (Camels), through William Esty Co., and Bristol-Myers Co. (Bufferin and Vitalis), through Young & Rubicam.

ARLENE FRANCIS, star of NBC-TV's *Home* show, gives officials of the Gibson Refrigerator Co. some ideas on how their products may be presented on her network program. Interested listeners are Frank S. Gibson Jr. (c), executive vice president of the appliance manufacturing firm, and J. L. Johnson, vice president and general manager. The company's refrigerators, freezers, electric ranges and air conditioners make their first appearance on national network tv in a 20-week schedule on *Home* beginning Jan. 9.

Four Join Keystone

ADDITION of four new affiliates in as many states was announced Tuesday by Keystone Broadcasting System. New stations, according to Blanche Stein, KBS station relations director, are WHBY Appleton, Wis.; WCEM Cambridge, Md.; WKTL Kendallville, Ind., and KOLD Yuma, Ariz. Keystone now claims 870 stations in its fold.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B•T cordially invites you to stop by its headquarters offices when in Washington. The address is 1735 DeSales — opposite the Mayflower
1735

Four Advertisers Involved In Timebuys on ABC Radio

SIGNING of two new sponsors and the addition of a time period for two other advertisers on ABC Radio's morning programming block were announced last week by William Fairbanks, national sales manager of ABC Radio.

New sponsors are Stanback Co. Ltd. (powders and tablets), Salisbury, N. C., through Piedmont Adv., Salisbury, for opening segment on Wednesday of *When a Girl Marries* (Mon.-Fri., 10:45-11 a.m. EST), starting Dec. 28; Olson Rug Co., Chicago, through Presba, Fellers & Presba, Chicago, for Monday, 9:25-9:30 a.m. segment of *Breakfast Club* (Mon.-Fri., 9-10 a.m. EST), starting Jan. 3, and for Monday, 9:20-9:30 a.m. segment, effective Jan. 25.

Advertisers who have signed for additional time periods are Drackett Co. (household products), Cincinnati, through Ralph H. Jones Co., Cincinnati, for Thursday, 9:35-9:40 a.m. EST period of *Breakfast Club*, and Milner Products Co. (detergents), Jackson, Miss., through Gordon Best Inc., Chicago, for Friday, 9:25-9:30 a.m. EST period of *Breakfast Club*.

Fabray Still Hospitalized

TV STAR Nanette Fabray was moved Thursday from Doctors Hospital in New York to Mount Sinai Hospital there for "further observation" in attendance of doctors, including a neurologist. She was not expected to be on *Caesar's Hour* tonight (Monday) on NBC-TV. At the conclusion of last Monday's program, Miss Fabray was injured by a falling pipe backstage. Medical report Tuesday said she had suffered a "moderate concussion." Buddy Schwab, a dancer on the show, also was struck by the pipe that fell from a piece of scenery being raised backstage in the NBC studios at Century Theatre, New York. Mr. Schwab suffered a contusion of the left shoulder.

How Tv Affects Speech

TV'S IMPACT on speech patterns and culture in areas of U. S. was topic of address by Irving Gitlin, CBS director of public affairs, at National Council of Teachers of English convention in New York. Mr. Gitlin noted that medium is having effect of changing speech patterns in many areas, of lifting drama standards and of making people as familiar with theatre as residents of large cities.

'Today' Goes Stumping

EARLY PLANS for the political campaign and election coverage were announced Wednesday for NBC-TV's *Today* (Mon.-Fri., 7-9 a.m. EST). Four teams of reporter-cameramen will canvas the country from now until next November, reporting on such issues as farm problems, unemployment, housing and desegregation. Assigned to this team are Dick McCutchen, Joe Michaels, Paul Cunningham and Estelle Parsons. First phase of the coverage includes on-the spot reports of primaries (New Hampshire starts them off March 13). The entire show will move to Chicago for the Democratic conclave and to San Francisco for the Republican meeting. The campaign will be covered with attention given to presidential, senatorial and gubernatorial races, as well as reports from candidates' trains, and finally, the elections, with on-the-spot returns.

For improved kinescope recording . . . use Eastman Television Recording Safety Film Type 5734 (35mm), Type 7374 (16mm).

Developed primarily for ultra-violet kinescope recording, this versatile new Eastman Film yields improved low contrast photographic results with current television recording systems also.

In fact, it may be used both to produce kine recording negative or to make positive prints from existing picture negative.

Like all Eastman Films, this new television recording material is uniform, fully dependable under all conditions. For information address:

Motion Picture Film Department
EASTMAN KODAK COMPANY, Rochester 4, N. Y.

East Coast Division
342 Madison Avenue
New York 17, N. Y.

Midwest Division
137 North Wabash Ave.
Chicago 2, Illinois

West Coast Division
6706 Santa Monica Blvd.
Hollywood 38, Calif.

or W. J. GERMAN, INC.
Agents for the sale and distribution of Eastman Professional Motion Picture Films
Fort Lee, N. J.; Chicago, Ill.; Hollywood, Calif.

"BIG TIME DAYTIME" programming with any commercial handling you want . . . live cameras always available.
"BIG TIME DAYTIME" precedes the sensational new ABC-TV evening schedules. Contact Free & Peters or:

Don Davis, *First Vice President*
John Schilling, *Vice Pres. & Gen. Mgr.*
George Higgins, *Vice Pres. & Sales Mgr.*
Mori Greiner, *Director of Television*

21 ADVERTISERS JOIN NBC-TV'S PEP

Six more network affiliates also take on program extension plan. Total of 19 different shows have been ordered.

A TOTAL of 21 advertisers have ordered 19 different programs representing more than 133 commercial hours per week on stations in NBC-TV's Program Extension Plan (PEP) group since the PEP plan went into effect eight weeks ago, George H. Frey, NBC Television Network sales vice president, announced last week.

Mr. Frey also reported that six additional NBC-TV affiliates had joined the PEP group project, designed to encourage national advertisers to add small-market stations to their NBC-TV lineups. The six, bringing PEP membership to 47, are KTVO (TV) Ottumwa, Iowa; WSIL-TV Harrisburg, Ill.; WCTV (TV) Tallahassee, Fla.; KRBB-TV Eldorado, Ark., and KMID-TV Midland-Odessa, Tex., all effective Dec. 1, and WHAD-TV Laredo, Tex., effective Dec. 15.

The PEP plan originally included 44 stations but since then, officials said, KMED-TV Medford, Ore.; KIEM-TV Eureka, Calif., and KVDO-TV Corpus Christi, Tex., have been deleted from the group because their revenues from all networks were sufficient to make NBC unsuccessful in obtaining clearances for programs ordered by advertisers.

By ordering PEP stations whose rates total a designated amount, an advertiser can include in his lineup additional PEP stations without charge (NBC pays the difference, so that all PEP stations which are used receive payment at their regular network rates). The more stations ordered, the more that are made available to the advertiser without charge. NBC said the latest analysis showed there are now 25 advertiser-program combinations, with seven of these advertisers to receive a 100% dividend, seven a 75% dividend and 11 a 50% dividend.

PEP Increases Cited

Since its inception, according to Mr. Frey, PEP has accomplished as much as a 575% increase in commercial network hours a week for NBC's smaller market tv stations. WFLB-TV Fayetteville, N. C., he said, has shown an increase from 2.13 network sponsored hours a week in September 1955 to the current 7.38 hours. Other stations listed as having made an "outstanding increase" are KQTV (TV) Ft. Dodge, Iowa, which has added 6.5 hours to its 1.13 hours in September and WTAP-TV Parkersburg, W. Va., which has added 5.5 network hours to its 4.08 hours.

PEP, Mr. Frey declared, is enabling many thousands of tv homes to receive programs that were heretofore unavailable to them. As an example, he said, General Motors' additional order of 21 PEP stations will bring *Wide Wide World* to some 625,000 tv homes in areas covered by these stations and similarly, Liggett & Myers' order of 28 small market stations will enable *Dragnet* to be viewed in an added 611,000 tv homes.

Fred C. Mueller, general manager of WEEK-TV Peoria, Ill., and chairman of the Optional Stations Group of the NBC-TV affiliates committee, has called PEP the "best and most intelligently thought-out plan for both the stations and for the advertisers that has come into being since television began." He said that NBC "has taken into consideration every element of the business and has developed the plan that helps everybody and hurts no one."

Joseph Hibbard, director of advertising for the Pet Milk Co., which co-sponsors NBC-TV's *George Gobel Show*, wrote that "I'm particularly happy about the way this has worked out because, as you know, we have been very much interested in the development of this idea and I surely wanted to be one of the advertisers buying the complete list."

In addition to Pet Milk Co., sponsors who have ordered the entire group of 44 PEP stations in their lineup now include the Liggett & Myers Tobacco Co., Armour & Co., RCA, The Sunbeam Corp., The Whirl-Pool Corp. and the Chevrolet Motor Div. of General Motors Corp. In addition, the Gillette Safety Razor Co., for its *Cavalcade of Sports* and General Motors, for its *Wide Wide World* series, have ordered NBC's full lineup of PEP interconnected stations.

Advertisers, programs and number of PEP stations ordered thus far:

American Chicle (*Caesar's Hour*, 13 stations; *Zoo Parade*, 6 stations); American Tobacco (*Your Hit Parade*, 15 stations; *Justice*, 16 stations); Armour (*George Gobel Show*, 18 stations); Chevrolet (*Chevvy Show*, 14 stations; *Dinah Shore*, 20 stations); Colgate-Palmolive (*Variety Hour*, 7 stations); General Foods (*Roy Rogers*, 7 stations); General Motors (*Wide Wide World*, 21 stations); Gillette (*Cavalcade of Sports*, 9 stations); Lever Bros. (*Lux Video Theatre*, 20 stations); Liggett & Myers (*Dragnet*, 21 stations); Mutual of Omaha (*Zoo Parade*, 6 stations); Oldsmobile (*Spectacular*, 9 stations); Pet Milk (*George Gobel Show*, 24 stations); Pontiac (*Playrights '56*, 2 stations); Procter & Gamble (*Fireside Theatre*, 8 stations; *Loretta Young*, 1 station); RCA (*Berle-Raye*, 11 stations); Remington Rand (*Caesar's Hour*, 25 stations); State Farm (*Red Barber*, 5 stations); Sunbeam (*Berle-Raye*, 11 stations); Warner Lambert (*Your Hit Parade*, 15 stations); Whirlpool (*Berle-Raye*, 11 stations).

NBC-TV, N. Y. Ballet Unable To Agree on Holiday Program

EFFORTS by NBC-TV to arrange a tv performance Dec. 25 of the New York City Ballet Company [B•T, Nov. 28] apparently fell through last week. The network had planned to telecast "The Nutcracker Suite" in color as a Christmas event each year. The deal was off, however, when NBC-TV was unable to satisfy the time wanted by the ballet company which felt limitations would not do justice to its production, according to a network spokesman. It also was reported that NBC-TV was reluctant to push the negotiation since it did not have a sponsor committed. NBC-TV, nevertheless, still had its feet planted in ballet with its telecast of "The Sleeping Beauty" (Sadler's Wells ballet presentation) scheduled for *Producer's Showcase* Dec. 12 [8-9:30 p.m. EST].

Garroway Honored

DAVE GARROWAY, star of NBC-TV's *Today* (Mon-Fri., 7-9 a.m. EST) was honored last week by the state of South Dakota which proclaimed Nov. 29 "Dave Garroway Day." On behalf of Gov. Joe Foss, Joseph L. Floyd, president of KELO-TV Sioux Falls and KDLO-TV Florence, both South Dakota, appeared on *Today* last Tuesday and presented Mr. Garroway with a scroll and a South Dakota pheasant.

Mexican Holiday

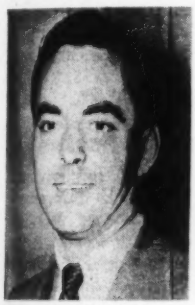
"CARAMBA!" It could only happen because of television, but with the colorful fiesta of Juarez, Mexico, slated for NBC-TV's *Wide Wide World* cameras Sunday (yesterday), the traditional date of Dec. 8, when the city's birthday is celebrated annually, was changed to the date of the tv show by special proclamation of Juarez Mayor Pedro Garcia. The 300-year-old tradition thus was to be taken to the U. S. in a live presentation replete with the "tarahumaras" (marathon runners), "charros" (Mexican cowboys), hat dancers, Aztec dancers and a solemn celebration of Mass in the Mission of Guadalupe.

Mazur Named by ABC Radio

APPOINTMENT of Nancy Mazur as assistant manager of radio sales development for ABC was announced last week by Gene Accas, director of sales development and research. Miss Mazur joined ABC in 1952 and has served as a presentation writer for the sales development and research department and as assistant to the executive producer of ABC Radio's new nighttime programs.

NETWORK PEOPLE

Edward L. Pearle, theatre press representative, to Yankee Network, Boston, as assistant sales promotion director. He was formerly associated with office of producer Cheryl Crawford in press department.



MR. PEARLE

Art Foley, assistant photo editor, ABC in New York, promoted to photo editor, succeeding **Christy Barter,** resigned. **Louis Feldstein,** publicity writer with Myer P. Beck, N. Y. producers' representative, named assistant photo editor of ABC.

Fletcher Markle, Russell Stoneham and **Mel Ferber** to share directing duties on *Front Row Center,* dramatic anthology scheduled to return to CBS-TV Jan. 8. **Alice Young,** former assistant manager of CBS story department, Hollywood, named story editor of the series.

James E. Duffy, account executive, ABC Radio Central Div., transferred to sales department of ABC-TV Central Div. in similar capacity.

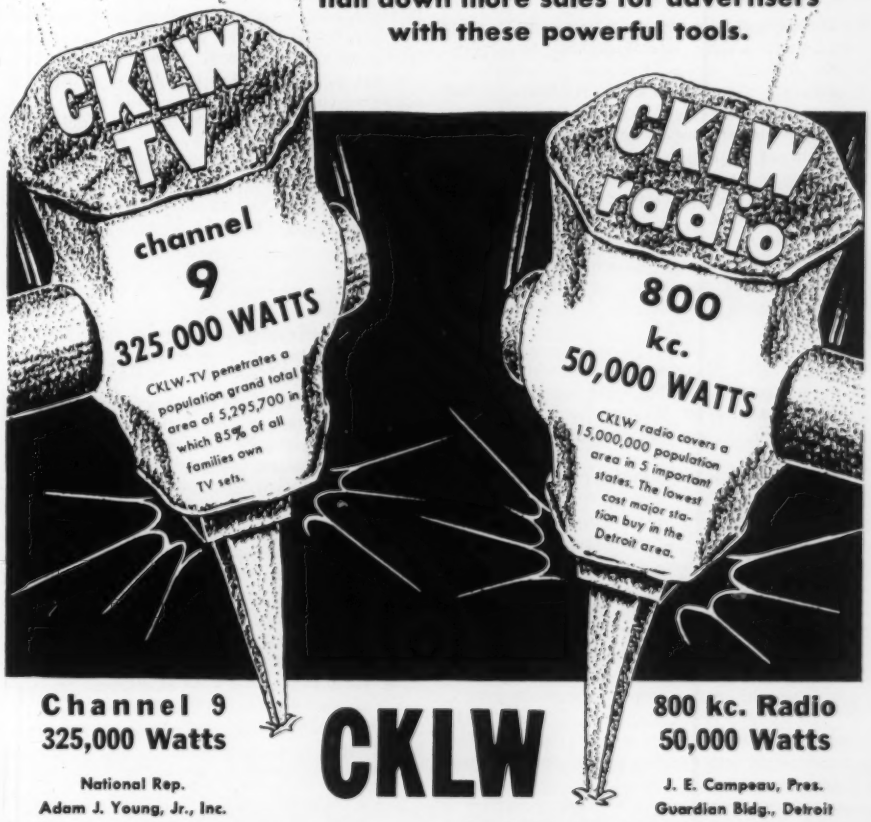
Art Linkletter, star of CBS-TV's *House Party* and other programs, named national honorary campaign chairman, 1955-56 Arthritis and Rheumatism Foundation drive.

Mrs. Edgar Calmer, 46, wife of CBS news commentator Ned Calmer, died Nov. 25 of pneumonia.

John Grant, 64, screen, radio, and tv writer for Abbott and Costello, died at his Palm Desert, Calif. home Nov. 19.

Be it Resolved in '56 . . .

nail down more sales for advertisers with these powerful tools.


CKLW TV
channel 9
325,000 WATTS
CKLW-TV penetrates a population grand total area of 5,295,700 in which 85% of all families own TV sets.
CKLW radio
800 kc.
50,000 WATTS
CKLW radio covers a 15,000,000 population area in 5 important states. The lowest cost major station buy in the Detroit area.

Channel 9
325,000 Watts

National Rep.
Adam J. Young, Jr., Inc.

CKLW

800 kc. Radio
50,000 Watts

J. E. Campeau, Pres.
Guardian Bldg., Detroit

AT THE CENTER OF CONVENIENCE

When you aim to visit New York shoot for the HOTEL LEXINGTON

Lexington Avenue at 48th Street

home of the famous Hawaiian Room

RCA, CBS-Columbia Set Color Promotions

TWO separate color tv competitors—RCA and CBS-Columbia—are launching this week distinctly different moves designed coincidentally to stimulate the sales of color receivers in the huge metropolitan New York market.

A multiple promotion to bring color tv to the sight of thousands in the area is set for tomorrow (Tuesday) by RCA Victor distributors in New York and New Jersey, major supermarkets and WRCA-TV New York. It was described last week by Charles R. Denny, vice president of NBC-owned stations and NBC Spot Sales, as a pilot operation for cities in which NBC's stations or NBC-affiliated outlets are located.

The RCA promotion plan encompasses the placing of 21-inch color receivers at high traffic points in the stores of National Supermarket at Elizabeth, Irvington, Rahway and Metuchen, N. J., and the London Terrace Supermarket in New York.

Distributors are Bruno-New York and Krich-Radisco, Newark, N. J. Various promotional tie-ins will be used to attract viewers. Mr. Denny noted that an hour and 40 minutes of color tv now is offered each weekday afternoon via NBC in New York. Early next month, Abraham & Straus department store in Brooklyn will inaugurate "matinee teas" for its customers who will be invited to watch afternoon color. WRCA-TV also is making an offer to present special promotion for hotels, restaurants, bars, and grills which invite the public to watch color programs. Meanwhile an unusual move to stimulate color tv set sales was to start today (Monday) by CBS-Columbia, tv and radio set manufacturing division of CBS Inc.

Norman C. Owen, vice president in charge of sales for the Long Island City, N. Y., manufacturer, announced Friday that, starting today, its franchised dealers in metropolitan New York and northern New Jersey will offer the original purchase price of black-and-white tv receivers (up to $400) against the purchase of a CBS color receiver (it's 205C2 model has a list price of $895).

Mr. Owen, who noted that the trade-in policy was an action to stimulate and excite interest in color, also said CBS hoped to "establish an increasing audience in the metropolitan [New York] area for the ambitious color program schedule spearheaded by the CBS Television network."

duPont Awards

DEADLINE

December 31 is the final date for forwarding presentations in support of nominations for the 1955 radio and television awards of the Alfred I. duPont Awards Foundation.

Presentations should be addressed to the Curator, Alfred I. duPont Awards Foundation, Washington and Lee University, Lexington, Virginia.

Baker, Haller, Morlock To Head New GE Units

MANAGERS of three new electronics activities at General Electric Co., Syracuse, N. Y., were announced last week by Dr. W. R. G. Baker, vice president and general manager of the reorganized Electronics Division.

Dr. George L. Haller, manager of the division's labs department, will act as manager also of a new industrial electronics lab that is to be established; William J. Morlock, general manager of the division's technical products department, has been named acting manager of a new industrial computer section and Dr. Baker will head a third activity which will be concerned with a study of electronics business.

At the same time, GE shifted six other departments to the Electronics Division (which includes the tube department as well as laboratories and technical products) and moved the radio and tv receiver departments to company divisions which specialize in consumer product lines.

Argento Predicts Transistors Will Replace Plug-in Radios

TRANSISTORIZED radios will "rapidly reverse the industry," eclipsing standard plug-in types within five years, Henry F. Argento, vice president and general manager of Raytheon Mfg. Co.'s tv-radio operations, asserted last week.

He made the prediction in connection with Raytheon's introduction of two pocket-size transistor radios, which operate on a small 9-volt battery and are capable of playing for three and four months, respectively. One of the new models (T-100) contains four transistors and sells for $49.95, while the other (T-150) is a six-transistor set selling for $69.95. They weigh 22 ounces each.

Raytheon Opens New Lab

RAYTHEON MFG. Co. last week announced the opening of its new industrial electronics laboratory at Wayland, Mass. The two-story brick structure of 105,000 sq. ft. floor-space, situated on a 73-acre site, will house Raytheon's receiving and cathode ray operations division.

RCA Ships Seven Antennas

RCA has announced the following shipments during November: Six-section, superturnstile antennas to WJBK-TV Detroit (ch. 2) and to KCMO-TV Kansas City, Mo. (ch. 5); 12-section superturnstile antennas to WKRC-TV Cincinnati (ch. 12) and WDMJ-TV Marquette, Mich. (ch. 6), and a rectangular slot antenna to WHTN-TV Huntington, W. Va. (ch. 13). Also scheduled by RCA was a shipment of a multiple section antenna to KARK-TV (ch. 4) and KTHV (TV) (ch. 11), both Little Rock, Ark.

Admiral Splits Division, Names New Vice Presidents

ADMIRAL Corp., last week announced the split of electronic products and home appliance activities into separate groups, setting up different sales divisions and appointing two new vice presidents.

Heading the electronics division is George A. Bodem, named a vice president to whom radio and television product managers will report. James R. Oberly continues as president of Admiral International Corp. and also becomes vice president of appliances for the parent firm. Refrigerator, range, freezer and other product managers will report to him. The reshuffle will be extended to Admiral's field sales force by April 1956.

Reorganization was attributed by W. C. Johnson, vice president-sales, to the "growing importance" of appliance sales and introduction of new products. He also announced the resignation of H. D. Conklin as general sales manager.

Zenith Sales 94% Above First Nine Months of 1954

NET consolidated profits at Zenith Radio Corp. rose 94% and unit tv sales 43% during the first nine months of 1955 in comparison with the same period last year, the corporation announced last week.

In a quarterly financial report for the nine month period, signed by President E. F. McDonald Jr., Zenith estimated net profits for itself and subsidiaries of $5,004,069, or $10.16 per share after excise taxes, reserves, depreciation and federal income taxes. Consolidated sales were placed at $108,468,108, a 19% increase during the period ended Sept. 30.

For the three months ending Sept. 30, Zenith reported net consolidated profits of $1,878,008 and consolidated sales of $37,012,406.

Hunt to New Zenith Post

APPOINTMENT of C. J. Hunt, formerly vice president in charge of radio-tv at Stromberg-Carlson, Rochester, N. Y., as vice president and manager of distribution for Zenith Radio Corp. was announced Thursday by L. C. Truesdell, Zenith Corp. vice president and sales director.

Vassar to CBS-Columbia

WILLIAM VASSAR, executive chief engineer, Emerson Radio & Phonograph Co., has been appointed director of engineering of CBS-Columbia, radio and tv set manufacturing division of CBS Inc., R. T. Capodanno, vice president in charge of engineering, announced last week.

MANUFACTURING SHORTS

Intermetall GMBH, Dusseldorf, Germany, Europe's second largest manufacturer of transistors and diodes, has been acquired by Clevite Corp., Cleveland, Ohio, according to an announcement by German-American Trade Promotion Office, N. Y.

Motorola Inc., Chicago, announces special custom installation car radio for Volkswagen

5,000 WATTS Day and Night

WESTERN MICHIGAN'S

WKNK

MUSKEGON, MICHIGAN

LOW RATES

ASK HIL F. BEST

sports automobiles, consisting of two parts—a six tube radio with separate tone and volume control and separate speaker.

Dage Television Div. (tv broadcast systems, closed circuit equipment), Thompson Products Inc., Michigan City, Ind., names Mayer/Klann/Linabury Adv. Inc., Benton Harbor, Mich., for advertising, effective Jan. 1, 1956.

MANUFACTURING PEOPLE

R. T. Capodanno, former vice president, Emerson Radio & Phonograph Corp., appointed vice president in charge of engineering for CBS-Columbia, Long Island City, N. Y. He has been in engineering and development phase of electronics since 1927.

MR. CAPODANNO

Maurice L. Levy, technical assistant to vice president in charge of manufacturing, Emerson Radio & Phonograph Corp., appointed director of firm's commercial engineering division.

Irving E. Russell, national sales and advertising manager for Webster-Chicago Corp., named general manager in Detroit of CBS-Columbia, radio-tv set manufacturing division of CBS Inc., N. Y.

Jack T. Miller, with Allen B. DuMont Labs since 1948, most recently as coordinator in Technical Products Div., promoted to assistant production control manager of division, succeeding **F. William Scharpwinkel,** who has been named service manager.

Mourie Housel Jr., Richmond, Va., area regional manager, Magnavox Co., Fort Wayne, Ind., appointed regional manager Cleveland, Ohio, area. **S. R. Johnson,** regional sales manager, Crosley Bendix Div. of Avco Manufacturing Corp., to Magnavox Co., as South Side Chicago regional manager.

Robert G. Stapp, engineer, Kaiser Aluminum & Chemical Corp., New Orleans, appointed engineering office manager of Dresser - Ideco Co. (towers, buildings), Columbus, Ohio. His appointment is part of company engineering department expansion.

MR. STAPP

James E. Steele, Magnecord Inc., Chicago, district sales manager, appointed western regional sales manager of Magne Music Inc., division of the company. **George Gynn** appointed product manager for company's tape recorder division. **Michael G. Seidl** appointed product manager for Magne Music products, background music division of Magnecord.

D. C. Whittle, formerly with public relations department, Westinghouse Electric Corp., to Ford Motor Co.'s N. Y. public relations office.

August F. Schonefeld Jr., Audio-Video Products, N. Y., to Ampex Corp. (magnetic tape recorders) as field service enginer for instrumentation division in N. Y. and Washington districts.

'PETER PAN,' WHITE HOUSE'S HAGERTY AMONG SYLVANIA TV AWARD WINNERS

NBC's Weaver singled out for work in creative tv at awards dinner in New York. Broadcasting industry cited for flood coverage in the Northeast. Gillette mentioned for sports coverage.

NBC-TV's presentation of *Peter Pan* was named "show of the year" and James C. Hagerty, White House news secretary, was honored for opening presidential news conferences to television as the Sylvania Television Awards for 1955 were presented at a dinner in New York last week.

Sylvester L. (Pat) Weaver Jr., NBC president, was honored for the "greatest contributions to creative television techniques," and a similar special award to the broadcasting industry as a whole for its coverage of this year's northeastern floods was accepted by Thad H. Brown Jr., NARTB vice president. Gillette Safety Razor Co. received a special award for bringing the best in sports coverage to the American people.

All three television networks and local tv stations in six cities were represented among the awards winners, which went to a total of 30 programs and personalities. The awards were established by Sylvania Electric Products Inc. five years ago to honor "those who are advancing creative television techniques." They were presented by Don G. Mitchell, Sylvania chairman and president, and Deems Taylor, music critic and chairman of the committee of judges, and other members of the judging committee.

FCC Chairman George C. McConnaughey was principal speaker at the banquet, held Tuesday night (see story, page 82).

Peter Pan, produced for NBC-TV by Fred Coe and starring Mary Martin and Cyril Ritchard (and scheduled for a second presentation by NBC on Jan. 9), was named "show most entertaining to the whole family" as well as "show of the year."

Other awards, by category:

Best new television series— *$64,000 Question* on CBS-TV, originated by Louis G. Cowan, with Hal March as m. c.

Best performance by an actor—Sidney Poitier, who starred in "A Man Is Ten Feet Tall" on NBC-TV.

Most original teleplay—"A Man Is Ten Feet Tall," by Robert Alan Aurthur.

Best performance by an actress—Julie Harris, in "Wind From the South" on CBS-TV.

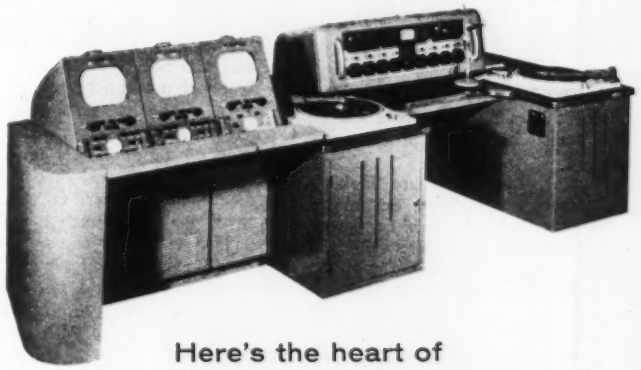
Special award, best performance in a classical role—Jose Ferrer for his portrayal of "Cyrano de Bergerac" on NBC-TV.

Best performance by an actor in a supporting role—Ed Begley in "Patterns," on NBC-TV.

Best dramatic show—"Patterns" by Rod Serling.

Best performance by an actress in a supporting role—Mildred Dunnock, in "A Child Is Born," on ABC-TV.

Best comedy show of the year—"You'll



Here's the heart of

PACKAGED TV BY DAGE

Now . . . for your LOW-POWER TV station, a DAGE TV packaged station has all you need . . . cameras, transmitters, antennae, studio monitors, microphones, as well as complete lighting, testing and servicing equipment.

DAGE equipment, thoroughly proved in actual daily operation, is up-to-the-minute in design and application . . . assures low-cost installation, low-cost maintenance.

For complete details on DAGE "packaged TV" or on individual DAGE units, write, wire or phone DAGE TV, Michigan City, Indiana, Michigan City 3-3251.

DAGE

DAGE TELEVISION DIVISION
Michigan City, Indiana
'A Thompson Product'

IN CANADA DISTRIBUTED BY ROGERS MAJESTIC ELECTRONICS, LIMITED, TORONTO, ONTARIO

Never Get Rich, starring Phil Silvers, on CBS-TV.

Variety entertainment—*Ed Sullivan Show* on CBS-TV produced by Ed Sullivan and Marlo Lewis (which also won in 1954).

Best musical series—*The Voice of Firestone* on ABC-TV.

Best dramatic series—*Kraft Television Theatre* on NBC-TV.

Best documentary—"The Vice Presidency—The Great American Lottery," a *See It Now* production on CBS-TV, narrated by Edward R. Murrow and produced by Mr. Murrow and Fred Friendly.

Network public service—*The Search*, CBS-TV (which also was honored in 1954).

Local public service—*Focus on Delinquency*, KNXT (TV) Los Angeles.

Local public service (citations)—*Our Religious Roots*, KPIX (TV) San Francisco, and *Dateline Washington*, WDSU-TV New Orleans.

Network news and special events—presidential news conferences (award to James C. Hagerty, White House news secretary).

Local news and special events—WBZ-TV Boston.

Network educational series—*Omnibus*, CBS-TV, produced by tv and radio workshop of Ford Foundation.

Best local educational series—*Your Future Unlimited*, WMCT (TV) Memphis, Tenn.

Best network children's show—*Mickey Mouse Club*, produced by Walt Disney, ABC-TV.

Best local children's show—*Children's Corner*, with Josie Carie, WQED (TV) Pittsburgh. The program is produced by Fred Rogers.

Best network woman's show—*Home*, NBC-TV, with Arlene Francis. Executive producer is Dick Linkroum; Ted Rogers is producer.

Best commercials—Sanka coffee (agency: Young & Rubicam; commercial producers: George Blake Enterprises); Schweppes quinine water (agency: Ogilvy, Benson & Mather; commercial producers: MPO Productions), and Dow Chemical Co.'s Saran Wrap (agency: MacManus, John & Adams; commercial producers: Transfilm Inc.).

Besides Mr. Taylor, the judges are Jackie Robinson of the Brooklyn Dodgers; Seymour Berkson, *New York Journal-American;* Leonard Bernstein, conductor and composer; Gilmor Brown, president of Pasadena Playhouse; Mrs. Roy F. Layton, president of the Girl Scouts of America; Dean Kenneth Bartlett, director of radio and television center of Syracuse U.; Dr. Frank Bradley, past president of American Hospital Assn.; Dorothy Draper, decorator, designer and stylist; James A. Farley, former U. S. Postmaster General, now board chairman of Coca-Cola Export Co.; Mrs. John E. Hayes, past president of National Congress of Parents and Teachers, and Judge Samuel S. Leibowitz.

AD COUNCIL AWARD GOES TO FRANCIS

THE Advertising Council's second annual public service award was presented to Clarence Francis, director and retired chairman of the board of General Foods, at the Council's annual dinner in New York Thursday night.

The award, a silver bowl, was presented by Charles E. Wilson, chairman of the board of W. R. Grace & Co. and chairman of the Council's Industries Advisory Committee. Sherman Adams, assistant to President Eisenhower, was principal speaker at the dinner.

Mr. Wilson, in making the award, called Mr. Francis "one of our country's outstanding business and civic leaders" and said:

"Presented annually to an American businessman who has contributed notably in public service to the welfare of his country and his fellow citizens, this Advertising Council honor is bestowed by an organization which itself has performed and is now performing unusual and notable service in many spheres of our national life. . . . I know of no organization that is doing a more unselfish and effective job to strengthen our land and to assist American business in applying its power and resources to the problems of our people than The Advertising Council."

A citation called attention to Mr. Francis' service in various capacities as advisor to four successive U. S. Presidents, his chairmanship of the Citizens Committee for the Hoover Report, his role as a co-founder of the Committee for Economic Development and his 1954 work on the food surplus problem, among other accomplishments.

Sherman Adams, assistant to the President, lauded the Council's contributions to the public interest, including its promotion of such projects as giving of blood, prevention of forest fires, education, savings bonds and other causes.

KOIN-AM-TV Helps Group Win Foreign Policy Award

WEEKLY half-hour panel programs on KOIN-AM-TV Portland, Ore., contributed to the World Affairs Council of Oregon's winning of the Foreign Policy Assn.'s $1,000 first prize for "significant contribution to citizen education on world affairs," in 1955, the council said.

The award was one of several presented at the opening of the FPA's conference for the World Affairs organization at a dinner in Washington Friday night. The Oregon group won for its "great decisions" project, which dealt with one major foreign affairs issue each week for nine weeks. In cooperation with the project, KOIN-AM-TV presented half-hour weekly panel programs featuring local experts. An FPA authority said the World Affairs Council's program "relied heavily on the participation of station KOIN for its far-reaching community impact" and that at the same time many stations in southern Oregon "planned their own programs in conjunction with the Portland show. This seemed to us a spontaneous demonstration of the excellent type of public service activities the radio and television industry is capable of when they are given a significant opportunity to cooperate with other agencies in the community."

Westinghouse Merit Award Presented to Chris Witting

CHRIS J. WITTING last week was given Westinghouse Electric Co.'s Order of Merit, highest company award for distinguished service, and also was formally elected vice president in charge of the consumer products group of divisions.

He received the Order of Merit for his services as president of Westinghouse Broadcasting Co., radio-tv subsidiary which he left in mid-November to become general manager in charge of consumer products for the parent company. At that time his election to a vice presidency of the parent organization was assured [B•T, Nov. 14]. The election was announced last Thursday by Westinghouse chairman and president, Gwilyn A. Price.

The Order of Merit was presented to Mr. Witting by Mr. Price at a dinner Tuesday night during a three-day meeting of WBC radio and tv station managers and headquarters executives and staff in New York (also see story, page 84). The award is a bronze medallion inscribed "to C. J. Witting, whom his fellow men delight in honoring." An accompanying scroll cited:

"His leadership in raising the Westinghouse broadcasting activities to the forefront of the broadcasting industry; for the great public credit and prestige which this has brought to the entire Westinghouse organization; and for his ability to attract good men to work with him and to inspire the entire organization to outstanding accomplishments."

Those present at the dinner included Mr. Price; Mark W. Cresap Jr., executive vice president and deputy chief executive officer of the parent corporation; E. V. Huggins, chairman of WBC and vice president in charge of corporate affairs for the parent company; John K. Hodnette, vice president and general manager of the parent company, and Donald H. McGannon, who succeeded Mr. Witting as president of WBC.

28 FARM SAFETY AWARDS CONFERRED

TWENTY-TWO radio stations and three tv outlets last Monday received the National Safety Council's public interest award for exceptional service to farm safety. Joint awards went to three radio-tv station operations.

The presentations were made in Chicago at a luncheon given by the Safety Council for delegates to the convention of the National Assn. of Television & Radio Farm Directors [B•T, Nov. 2, also story, page 66].

The winners, and some of the activities for which they were cited, follow:

Television

KFEQ-TV St. Joseph, Mo., for including a safety slogan or hint on every *RFD #2* program during the year, for making frequent use of safety materials in the form of photographs, charts, safety posters, films and station-break slides. Also for a special program, entitled "Are You Inviting Corn Picker Accidents?", which gives a good picture of causes of corn picker accidents, how to avoid them, and what to do if they happen.

WKJG-TV Fort Wayne, Ind., for displaying originality in creating special songs about the carelessness of "Cornpicker Pete," and for special jingles about "Tractor Tom." Also for wide usage of other films, for more than 800 spot announcements and for many references to farm safety made on regular programs.

WKY-TV Oklahoma City, Okla., for initiative in creating silent films backed by live audio, recreating true farm accidents stories, for producing special tv slides, and for five special farm safety programs in color, 582 spots and references to farm safety during the year.

Radio

KFEQ St. Joseph, Mo., for taping 14 special farm safety shows in connection with National Farm Safety Week, for distributing 387 red flags for attachment to fish poles or sticks on tractors or other farm equipment traveling on highways, and for making the radio farm director of the station available to serve as chairman of Farm Safety Committee of the St. Joseph Safety Council.

KLIK Jefferson City, Mo., for recording 50 40-second spots with state officials and agricultural leaders, using seasonal messages throughout the 12-month period; for giving away free red flags for tractors and machinery use on highways, and for 25 programs 750 spot announcements and 625 references to safety.

KMON Great Falls, Mont., for daily references to farm safety throughout the year, including 1,055 spots and 300 mentions or references and for using actual accident reports on

farms in the areas as a basis for discussion of preventive measures.

KOAC Corvallis, Ore., for creating and distributing farm safety tapes to county agents and radio stations throughout the state in cooperation with KSLM. Also for making the station's farm director available as radio chairman of the Governor's Committee on Farm Safety, and for 13 programs, 94 spots and 180 references to safety on the farm.

KSLM Salem, Ore., for making the farm director available to assist in the preparation of 43 broadcast features for all major radio stations in the state, for serving as chairman of the Governor's Committee on Farm Safety and for 12 programs, 240 spot announcements and 300 references to farm safety.

KTHS Little Rock, Ark., for making its farm director available for public speaking engagements in a campaign for National Farm Safety Week, for 19 farm safety programs, 1,442 spot announcements and 356 references to safety.

KUOM St. Paul, Minn., for sending five tape recordings to 30 different stations and two safety films to two tv stations for use during Farm Safety Week, and for making its farm director's time available to propose, plan and officiate at the National Farm Safety Week kickoff luncheon in Minnesota. The station also arranged for safety interviews on 10 programs on WCCO and ten shows on WDAY, and sent 25 radio live spot announcements to 50 Minnesota stations, as well as supplying tv stations with farm safety films.

KWTO Springfield, Mo., for extensive use of farm accident clippings as source material for special tv and radio commentaries, for again offering red flags to farmers for use on farm machinery on highways, and for at least 16 programs and 400 spot announcements.

WGY Schenectady, N. Y., for including some reference to farm safety on all regular farm shows, two of which were heard six days each week and one of which was heard on Friday nights, for special interviews taped for use during National Farm Safety Week and for 20 programs and 480 spot announcements.

WHAM Rochester, N. Y., for creating a special series of safety observations under the title "A Day From The Diary of Safety Sam," for distributing 1,238 placards reading: "We Farm Safely, How About You?", for conducting a contest for farm safety rhymes which drew 800 entries, and for distributing a card with the ten commandments on farm safety to all visitors at the Palmyra Fair in August.

WHDH Boston, Mass., for inviting 24 safety guests to appear on a regular feature called *Farm Safety Almanac*, for nine programs, 572 spot announcements and 600 references to farm safety during the year, and for sending out a farm-hazard checklist on 41 common hazards to 1,100 persons who requested them.

WHFB Benton Harbor, Mich., for encouraging local merchants to carry 120 special sponsored farm safety spots during National Farm Safety Week, for conducting a campaign to keep children away from power machinery, for 23 programs, 782 spot announcements, and 312 references to farm safety during the year.

WHO Des Moines, Iowa, for sending monthly radio safety spots to 52 stations in Iowa, for conducting a contest among rural youth clubs with $100 in prizes, for providing $250 as prizes in three safety and fire prevention contests, for mentioning farm safety on each of 27 shows during Farm Safety Week, and for 14 programs, 811 spot announcements and 287 references.

WIBC Indianapolis, Ind., for broadcasting a five-minute program on farm safety three times a week during the year, for emphasizing farm safety during the sponsorship of the 1955 Mechanical Corn Picking Contest at Terre Haute, for 35 interviews with farm accident victims, for 156 programs, 1,400 spot announcements and 999 references to safety during the year.

WJAG Norfolk, Neb., for using two farm safety spots each week day and four every Saturday, for creating a guitar-twanging safety man called "Dangerous Dan," who accompanied the reading of special spot announcements, for a slogan contest for adults and another for children, and for 942 spot announcements and 730 references.

WKJG-AM-FM Fort Wayne, Ind., for creating a personality named "Ben the Bull," for rhymed hints about safety, for collecting and discussing tragedies reported in the press, seven programs, 785 spot announcements and 204 references.

WKY Oklahoma City, Okla., for featuring the true farm accident stories of five farmers during National Farm Safety Week, for 24-hour service giving safety directions during severe weather conditions, for five programs, 249 spots and 884 references.

WLS Chicago, for a farm safety poster contest offering Defense Bonds and cash prizes, which drew 229 posters entered by boys and girls in the station's listening area, for brochures plugging the contest, 50 programs, 1,070 spot announcements, and 1,301 references.

WLW Cincinnati, for featuring farm accident stories, with appropriate safety hints, for featuring true accident stories told by the victims themselves each day, of National Farm Safety Week, for 22 programs, 1,059 spots and 590 references.

WMIX Mt. Vernon, Ill., for 16 specially produced farm safety programs during National Farm Safety Week, for 54 other programs, 469 spots, and 312 references during the year.

WNAX Yankton, S. D., for cooperating with state FFA groups in producing 23 consecutive programs entitled "Spotlight on Youth," with special awards to writers of farm safety essays, and for developing a feature, entitled "Famous Last Words," which was used 226 times during National Farm Safety Week. Altogether, the station gave 1,450 references to safety, 26 programs and 1,375 spot announcements.

WRFD Worthington, Ohio, for devoting more than four hours to farm safety during National Farm Safety Week, and for 71 programs, 630 references and 720 spot announcements during the year.

Joint Radio-Tv Awards:

KOA-AM-TV Denver, for a special program on rural grade crossing accidents, for promoting

"It happened right after Bill Bailey said over KRIZ Phoenix, 'Here's a hot bargain for you'."

BIG VOICE

IN NORTH CAROLINA'S
GOLDEN TRIANGLE

NBC for WINSTON-SALEM GREENSBORO HIGH POINT

5000 W • 600 KC • AM-FM

WSJS RADIO
WINSTON-SALEM
NORTH CAROLINA
HEADLEY-REED, REPRESENTATIVES

When the surveys indicate that

WHBF am. fm. tv.
is the
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. . . we believe that this distinction has been earned and achieved through the 25 years of continuous, reliable WHBF service in the broadcasting of news, education and entertainment to an appreciative Quad-City community . . . now ¼ million people.

Les Johnson, V.P. and Gen. Mgr.

Quad-Cities' favorite
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TELCO BUILDING, ROCK ISLAND, ILLINOIS
Represented by Avery-Knodel, Inc.

this program, news releases, photographs and on-the-air promotion; for other special radio interviews during Farm Safety Week, and for 12 programs, 712 spots and 642 references to farm safety.

WRCA-AM-TV New York, for originating a special safety character, "Forgetful Fearless Fred," for a series of slides used during National Farm Safety Week, for presenting the winning letters in a "My Most Foolish Accident on the Farm" contest conducted by the American Agriculturist Magazine, for five special farm safety programs, 320 spot announcements and 312 references over the combined radio and tv facilities.

WSJS-AM-TV Winston-Salem, N. C., for 16 special interview programs and 99 spot announcements during Farm Safety Week, and for 36 other programs, 315 references and 452 spots during the balance of the year.

Omaha Stations Honored

OMAHA area radio and television stations were honored for public service in the area's first Recognition Banquet, sponsored by the Omaha Radio-Tv Council. The council is composed of representatives from most Omaha civic groups as well as members of the industry, and acts as a bridge between the public and radio-tv in promoting high standards.

Trophies topped with symbolic microphones were presented to WOW-AM-TV, KMTV (TV), KBON, KOIL, KOWH, KFAB, all Omaha, and KSWI Council Bluffs, Iowa.

AWARD SHORTS

Wilton E. Hall, owner, WAIM-AM-TV, WCAC (FM) Anderson, S. C., named Man of the South for 1955, it was announced by Hall of Fame for the Living.

Robert W. Sarnoff, NBC executive vice president, received citation from N. Y. county chapter, National Multiple Sclerosis Society, for efforts in "obtaining public recognition for multiple sclerosis." He served as 1955 national campaign chairman.

Irving R. Rosenhaus, president of WAAT-WATV (TV) Newark, N. J., cited by Gov. Robert B. Meyner for "continuous and distinguished service to the veterans of the state of New Jersey."

Phil Silvers, CBS-TV, chosen by Advertising Club of Baltimore as outstanding tv personality of 1955.

Wayne Rothgeb, farm director, WKJG-AM-FM-TV Fort Wayne, Ind., made honorary member of Rural Youth Clubs of Indiana. He is third honorary member in organization's history.

Bernard Burton, Samuel Beetley and **Roland Gross,** Four Star Productions, received Critics' Award for best film editing, for work on *Four Star Playhouse*, CBS-TV (Thurs., 9:30 p.m. EST). American Cinema Editors presented award.

Frank Atwood, farm program director, WTIC Hartford, Conn., received certificate for "outstanding services in the promotion of Connecticut Poultry Products" from Conn. Poultry Assn.

WAVZ New Haven, Conn., awarded certificate of merit by American Education Week Committee for interest and cooperation in education week observance.

KEEN San Jose, Calif., awarded certificate of merit by San Jose chapter, American National Red Cross, for "meritorious service."

Maurice Evans presented with parchment scroll by National Council of Teachers of English for his NBC-TV production of *Macbeth*, telecast in color on Nov. 28, 1954. Production was singled out as first tv drama award presented by NCTE.

Arch McDonald, director of sports, WTOP Washington, honored by Washington Touchdown Club Dec. 1.

NBC Radio and NBC-TV cited Nov. 19 by National Foundation for Muscular Dystrophy "for distinguished service in relating the muscular dystrophy story."

Bill Stout, reporter, KNXT (TV) Hollywood, scheduled to receive award from George Washington Carver Memorial Institute for coverage of racial integration dispute in L. A. Fire Department. Award will be made in April.

Rupert Caplan, producer, Canadian Broadcasting Corp., Montreal, awarded gold medal by Canadian Council of Authors and Artists for "outstanding achievement in the field of artistic endeavor" at annual meeting of Assn. of Canadian Radio and Television Artists. Other awards: to actor **John Drainie,** silver medal; actress **Kate Reid,** bronze medal; actor **Paul Guevremont,** bronze medal; actor **Lloyd Bochner,** S. W. Caldwell award, and **Denyse Anger,** Maurice Rosenfeld award as outstanding newcomer to Canadian tv.

L.B. Wilson INCORPORATED WCKY CINCINNATI O.

*Sept.-Oct. Pulse

—an old Cincinnati Habit:
—listening to WCKY;

10 years of 24 hour a day music and news programming has created in Cincinnatians, the habit of tuning to WCKY for

The Best in Music
The Latest in News

*21% of morning audience
22% of afternoon audience
21% of night time audience

BUY WCKY

Radio-Tv 'March of Dimes' Again Headed by Fellows

HAROLD E. FELLOWS, NARTB president, has been named chairman of the 1956 March of Dimes National Radio-Television Committee for the sixth consecutive year, it was announced last week by Basil O'Connor, president of the National Foundation for Infantile Paralysis. The January campaign has a goal of $47.6 million.

Others named to the radio-tv committee are Don Durgin, executive vice president, ABC Radio; John H. Mitchell, vice president, ABC-TV; Howard G. Barnes, vice president, CBS Radio; Hubbell Robinson Jr., vice president, CBS-TV; Charles T. Ayres, vice president, NBC Radio; Thomas A. McAvity, vice president, NBC-TV, and Robert Monroe, MBS vice president in charge of programming.

Atlanta Stations Boost Community Chest Over Top

ATLANTA's radio stations are credited with boosting the city's Community Chest drive over its goal for the first time in 12 years. Using the theme, "40 in 1 Will Get the Job Done," the 11 local stations started a teaser campaign 2½ weeks before the drive began.

Radio was the only medium used in the advance campaign, airing more than 3,000 spots. Before the actual drive started, the phrase "40 in 1" was on every Atlantan's tongue, and the goal of $1,869,000 was exceeded in record time, with credit for the success being given to radio by James P. Furniss, vice president and advertising manager of the drive.

All Together

ADVERSITY of a fellow citizen brought Wichita, Tex., competitors together for a benefit show on his behalf, marking the first time radio and tv stations and newspapers in that city have joined forces in the presentation of a show.

The benefit program was for Clare Warren, KWFT-TV weatherman, whose home was completely destroyed by an explosion, which left him seriously injured and his wife and daughter hospitalized. Joining the complete KWFT-AM-TV staff in the special show from KWFT-TV studios, KFDX-TV sent a western band, its news editor and weather reporter; KSYD's owner Sid Grayson appeared on the show; KTRN sent its top sports reporter; Jones-Lipscomb & White and the Western Agency, representing local advertising agencies, provided personnel; and the Times Publishing Co. (*Record-News, Times*) sent Bill Donnell, vice president, who turned over a fund collected by the newspapers.

Besides these participants, Sheppard Air Force Base sent a western band and a contribution, amateur radio operators helped in the collection of funds and labor union representatives took part. With local firms pitching in, enough pledges were received to rebuild the home and there was an extra $2,762.38. Furniture and household appliances also were received.

WTAM Airing Show for Veterans

WTAM Cleveland is airing a new public interest show to serve northern Ohio's 600,000 armed service veterans. The program, called *Veterans' Question Box*, gives information about new laws and benefits, answers questions from listeners and interviews a "Veteran of the Week."

WRC-AM-TV Staging Toy Drive

FOR the 20th successive year, WRC-AM-TV Washington will stage a Christmas "Doll House" campaign to provide Christmas toys for needy children in the District of Columbia. The "Doll House" is a booth located in downtown Washington. WRC personalities will be on hand at the booth to personally thank individuals who contribute to the drive. A goal of 20,000 toys has been set.

WBZ-TV Gives Fire-Prevention Awards

FIVE Pneolators (automatic artificial respirators) were awarded to five New England towns whose population submitted the highest percentage of fire prevention pledges per capita during a recent fire prevention drive conducted by WBZ-TV Boston.

CARE Enlists DJ Support

CARE organization in Chicago has enlisted the support of Eddie Hubbard, WIND and WJJD disc jockey, as special "Radio DJ Crusader" in its current food drive for overseas relief. Mr. Hubbard is urging his DJ colleagues to support the campaign and is asking listeners to contribute $1 or more for a 20-pound CARE package.

WNBK (TV) Gives Show to Charity

WNBK (TV) Cleveland is setting aside its *Saturday Cinema* program for the messages of a different charity or civic organization each week.

Teen-agers Write Spots for WEWS (TV)

WEWS (TV) Cleveland, in cooperation with the Cuyahoga County Anti-Tuberculosis League, is conducting a contest in which high school students are writing television film spot announcements, warning viewers against tuberculosis. The station will choose the six best entries for use throughout 1956.

WJAR-TV Spotlights Fund Work

WJAR-TV Providence, R. I., in cooperation with the Junior League of Providence, is publicizing the work of the United Fund organization in a series of six television programs entitled *Bright Future*. The programs are fictionalized, dramatized versions of case histories from United Fund agency files. They were produced and directed by Junior Leaguers.

THE SMART BUY IN MILWAUKEE

REGIONAL COVERAGE AT LOCAL RATES

WFOX 860 KC

Adam J. Young Jr., Inc., Nat'l Reps.

MILESTONES

25 Join NBC 25-Year Club

IT WAS 25 Day at NBC Thursday—25 employes becoming members of the NBC 25-Year Club at a luncheon in New York. Each of the members received a watch and a certificate signed by NBC President Sylvester L. Weaver Jr. The employes were welcomed into the club by Robert W. Sarnoff, NBC's executive vice president. Among the new members, who brought the club's total membership to 131, are Hugh M. Beville Jr., director of research and planning; Harvey Gannon, sales supervisor for NBC-TV, and announcer-commentator Ben Grauer.

► GEORGE FREY, vice president in charge of sales for NBC-TV has completed his 32nd year in the radio-tv industry.

► KMMJ Grand Island, Neb., marked its 30th birthday with a special celebration Nov. 28.

► WCAU Philadelphia held a special celebration in November to celebrate the 28th birthday of its *Children's Hour*.

► TONY MARTA, WDSM Duluth, Minn., station manager, is entering his 27th year in the broadcasting industry.

► NBC's *Catholic Hour* marked its 25th anniversary with a special hour-long broadcast Dec. 4.

► CBS Radio's *Church of the Air* received special National Jewish Welfare Board award at CBS headquarters in New York to mark series' 25th radio anniversary.

► CARL BAILEY, KBIG Catalina, Calif., disc-jockey, has completed his 25th year in broadcasting.

► RABBI NORMAN GERSTENFELD, minister for the Washington Hebrew Congregation, began his 21st year of broadcasting on WMAL Washington Nov. 27.

OTIS CARTER, owner of Carter Chick Co., Eldorado, Ill., serves his wife the first piece of cake at an anniversary party given by WSM Nashville, Tenn., celebrating the company's 20th consecutive year as an advertiser on the radio station. Watching are John H. DeWitt Jr. (l), WSM president, and Tom Harrison of John Blair and Co., station representative.

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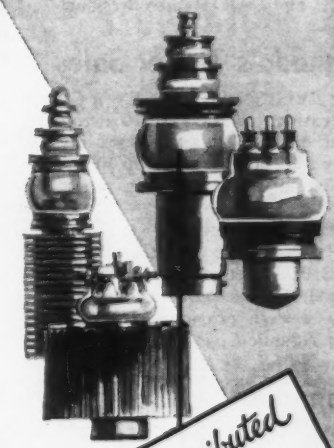
For the Driver and Final Stages of AM, FM and TV Transmitters

A broad line of premium quality broadcast tubes—products of Machlett's 58 years of electron tube manufacturing experience—



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INTERNATIONAL

Canada's Media Development Discussed at Ottawa Meeting

PROBLEMS on the development of Canadian radio and television broadcasting were discussed at an informal meeting between directors of the Canadian Radio & Television Broadcasters Assn. and members of the Canadian cabinet at Ottawa Nov. 24. No report was officially released by either group, but it was understood that an independent regulatory body for radio and television and a change in the Canadian government's policy of limiting a city to one tv station were among topics discussed.

Prime Minister Louis St. Laurent and other members of the Canadian cabinet attended the meeting, including Transport Minister G. C. Marler, Revenue Minister J. J. McCann, who has jurisdiction over the Canadian Broadcasting Corp., and Finance Minister W. E. Harris.

CARTB directors attending were President J. M. Davidson, CJKL Kirkland Lake, Ont.; W. O. Slatter, CJOY Guelph, Ont.; D. A. Gourd, CKRN Rouyn, Que.; F. B. Ricard, CHNO Sudbury, Ont.; F. A. Lynds, CKCW-AM-TV Moncton, N. B.; Vern Dallin, CFQC-AM-TV Saskatoon, Sask.; J. F. Hirtle, CKBW Bridgewater, N. S.; J. O. Blick, CJOB Winnipeg, Man., and CARTB Vice President T. J. Allard.

Canada's Tv Set Sales Climb

TELEVISION SET SALES in Canada still are increasing. In the first 10 months of 1955 a total of 575,639 sets valued at $174,492,194 were sold, compared to 436,701 sets in the same period in 1954, according to the Radio-Electronics-Television Mfrs. Assn. of Canada. The largest number of sets continues to be sold in the province of Ontario, accounting for sale of 210,724 sets in the January-October 1955 period. Quebec province took 151,130 sets, the four western provinces 153,752 sets, and the four Atlantic Coast provinces 60,033 sets.

Canadian Set Sales Increase

HOME RADIO set sales were up 15.8% in Canada for the first six months of 1955 while portable and automobile sales were 74.5% above last year, according to a report released by the Canadian Assn. of Radio & Television Broadcasters. The number of radio homes in Canada increased 2.5% during 1954 to a total of 3,842,000. From June 1954 to June 1955, 12 new Canadian radio stations went on the air, according to the report.

Yugoslavia to Buy Tv Shows

YUGOSLAVIA'S radio officials are planning to buy foreign television programs, both filmed and live, when they begin operating tv stations of their own, according to a report from abroad. At present there are 2,300 tv sets in Yugoslavia but no station. Viewers dial Italian stations, a trend backed by Yugoslav officials, who plan to construct stations in their native land when the audience is big enough.

Canadian Tvs Boost Rates

RATES for four Canadian television stations will increase, effective Jan. 1, according to the commercial division of the Canadian Broadcasting Corp., Toronto. Network Class A time on CBUT Vancouver, goes to $500 an hour; CBMT Montreal, to $680; CBFT Montreal, to $900, and CFCM-TV Quebec City, to $320.

Industry Slow Down?

DO radio broadcasts or telecasts of major sporting events during the week impede productive capacity in industry? West Germany's central organization of trade and industry (Industrie und Handelstag) thinks so, and suggests that in the future the events be scheduled for weekends or holidays. Reason given by the union is that factories and offices which permit workers to take time off, as well as those which do not, have lost too many production hours because of increased absenteeism in the radio-tv coverage periods.

Canada Microwave Tv Plans

CANADIAN General Electric Ltd., Toronto, has been awarded a contract with the Bell Telephone Co. of Canada, Montreal, for installation of microwave horn antennas and waveguides at 39 relay points between Uxbridge, near Toronto, and Lake of Two Mountains, near Winnipeg. This is part of the trans-Canada tv microwave network being installed north and west from Toronto, and to be ready by 1958. The contract covers relay stations through sparsely inhabited country north of Lake Superior, a distance of about 1,200 miles from Toronto.

CKLY Is New Canadian Am

CKLY are call letters of a new 1 kw station on 910 kc at Lindsay, Ont., which has joined the Canadian Assn. of Radio & Television Broadcasters. Herb May, veteran Toronto radio announcer, is manager and part owner; C. A. Gregory is chief engineer, and E. Neill Gregory is technical advisor. Canadian General Electric equipment is used throughout.

INTERNATIONAL PEOPLE

Adrien Pouliot, dean of Laval University, Quebec City, Que., appointed vice chairman of board of governors of Canadian Broadcasting Corp., succeeding the late **Rene Morin** of Montreal.

Bob Nystedt, feature editor, *Calgary* (Alberta, Canada) *Herald,* to CHCT-TV Calgary as promotion manager.

Owen Duffy, formerly of Green Theatrical Agency, N. Y., and program research division of Canadian Broadcasting Corp., Toronto, to tv film sales staff of S. W. Caldwell Ltd., Toronto.

Steve Douglas, sportscaster, Canadian Broadcasting Corp., Toronto, presented with membership certificate and pin by Radio Pioneers Club of America. Presentation was made by Horace Stovin, president of H. N. Stovin & Co. Ltd., Toronto, station representative firm.

Gideon Roos, director-general of South African Broadcasting Corp., is in Canada to study radio and television development, and is touring production centers and stations in Toronto, Ottawa and Montreal, as guest of CBC.

Archibald Sinclair to television film sales staff of S. W. Caldwell Ltd., Toronto, film firm.

Emile Harvard, film producer in England, Europe and the Middle East, to director of production, tv film division of Canadian Film Industries Ltd., Toronto.

EDUCATION

ETRC Sets $40,000 as Aid For College Radio Programs

A TOTAL of $40,000 will be given by Educational Television & Radio Center, Ann Arbor, Mich., to nine colleges and universities for the production of educational radio programs during the 1955-56 school year, it was announced last week.

Grants-in-aid have been awarded the U. of Denver, $1,600; U. of Illinois, Chicago Undergraduate Div., $3,150; U. of Massachusetts, Literary Society, $5,800; U. of Minnesota, $4,768; Purdue U., $5,076; San Bernardino Valley College, $5,200; U. of Southern California, $5,000; U. of Wisconsin, $3,960, and U. of Texas, $6,875.

Recommended by a committee of the National Assn. of Educational Broadcasters, the grants are a part of a joint effort by the center and the NAEB to improve the quality of educational broadcasting by stimulating local programming.

NYU Department Adds Tv

NEW YORK U.'s Dept. of Motion Pictures has been renamed "Dept. of Motion Pictures and Television" by a unanimous faculty vote at the university's Washington Square College of Arts & Sciences. Move was made, Prof. Robert Gessner, chairman of the department, said, because "75% of television today is on film, making integrated study inevitable."

NYU's combined tv-film program now includes courses in screen and video writing, tv news and features, acting, editing, production and direction. The new department is part of the university's communication arts group, tying together the schools of journalism and education.

EDUCATION PEOPLE

Robert N. Dick, program director, WIBA Madison, Wis., appointed radio and television coordinator for the U. of Wisconsin Extension Division.

EDUCATION SHORTS

WHCU Ithaca, N. Y., is offering two $100 prizes to Cornell U. students for radio plays and musical compositions. Winning works will be broadcast next year by WHCU with Cornell music and drama departments helping on production.

KMTV (TV) Omaha announces enrollment of students from 23 Nebraska, Kansas and Iowa towns in its current air series, *Tv Classroom,* claimed as area's first college-credit tv lecture series.

Radio division of Indiana State Teachers College, Terre Haute, has issued annual report covering 21st year of broadcasting over commercial station WBOW-AM-FM. College credits WBOW for free time granted and for "perfect cooperation" during 21 years of college broadcasting.

College directors of radio-television education have been invited to become members of Assn. for Professional Broadcasting Education by Dr. Sydney Head, U. of Miami, APBE president. Association was formed by NARTB and colleges to promote professional training in radio-tv broadcasting.

WJAR-TV Providence, R. I., has initiated its first classroom tv with *Reading Lessons,* fifteen-minute Friday morning program. Station plans 30 programs in elementary reading to continue through school year.

WIDE PLAY FOR WBNS-TV FILM

WBNS-TV COLUMBUS, Ohio reports that a film it produced for local showing has been requested by nine other tv stations throughout the country. Several months ago the station produced, on location, the story behind the presentation of a 20-foot bronze status of Christopher Columbus by citizens of Genoa to the city of Columbus. The one-hour film was carried on WBNS-TV on Oct. 10.

Y & R SENDS SONG PROMOTION

YOUNG & RUBICAM LTD., Toronto, has sent recordings of "Robin Hood," sung by Allan Dale, to Canadian radio-tv executives, to publicize half-hour tv program *The Adventures of Robin Hood*, sponsored by Johnson & Johnson Ltd. and Wildroot Products Ltd., both of Montreal.

LONG JOHN GOES TO SCHOOL

AS PART of its promotion campaign for *The Adventures of Long John Silver* on WABD (TV) New York, the sponsor, A. Goodman & Sons (food products), Long Island City, N. Y., has worked out a series of projects for 95 schools in the New York area. These include personal appearance at schools by "pirates," promotional-educational materials and an essay contest about the tv program.

Radio Success Story

RADIO "success stories" continue to be told—especially where small market stations are concerned.

One of the newer ones has its locale in Montgomery, W. Va., where monthly sales volume for the General Department Store has almost tripled since the store began saturation radio spots on WMON Montgomery last summer, according to Paul C. Jamieson, merchandising manager for the General Department Stores chain. Since June, sales at the Montgomery store have jumped from $12,000 monthly to between $31,000 and $35,000.

In a letter to WMON Station Manager Andrew W. Vickers, the merchandising manager attributed this increase in "the greatest degree" to the radio campaign.

Said Mr. Jamieson: "This type of radio campaign in many of our areas is the only way we can send a message to our customers, changing the items constantly or as we see fit, and where the customer can absorb our message while she is doing her work at home."

$53,752,000 IS A LOT OF HAMMERING!

THE MARKET
Pennsylvania Anthracite Region
Retail Sales—$885,484,000
Building Supplies—$53,752,000
THE BUILDERS—
WHWL and WISL
Complete Coverage of 9 Counties
Cost—60 Cents per 1000 Families
NAIL DOWN THIS RICH MARKET!
1954 Consumer Markets—SRDS
See FORJOE & CO.
WISL 1 KW—Shamokin, Pa.
WHWL 1 KW—Nanticoke, Pa.

SEASONAL *Christmas in the Air* promotion has been set by the Santa Rosa, Calif., Retail Merchants Assn. and KSRO Santa Rosa for Dec. 15 through Christmas Eve. Merchants and station will fill the air each evening from 7-9 p.m. with music, shopping news and free-parking directions—reaching the listener over downtown loudspeakers and radio sets in stores, added to the usual home and auto sets. Contracting for *Christmas in the Air* are (l to r): William McNeaney, president, Retail Merchants Assn. and vice president, Rosenberg's department store; Frank McLaurin, manager, KSRO, and Dan Galvin, KSRO account executive.

KVWO DAILY TABLEGRAM

KVWO CHEYENNE, Wyo., briefs local businessmen each noontime, Monday through Saturday on stocks, weather, business, national and community news, in its KVWO *Tablegram* newsletter. Incorporating civic and station promotion as well as advertiser briefs, it reaches businessmen in restaurants, bars, banks, office buildings and stores throughout the area punctually each noon. Station staffers put it to bed every morning at 11:30. Cheyenne businessmen read and depend on the *Tablegram*, KVWO says, pointing to great advertiser response.

RCA HOSTS CHICAGO LUNCHEON

RCA President Frank M. Folsom has sent out letters to suppliers in the Chicago area inviting them to attend a luncheon at Merchants & Mfrs. Club, Dec. 7. The invitations were sent to film, electronics and other representatives, stressing "teamwork" between RCA and suppliers and promising to review electronics industry progress and prospects. Color tv is expected to emerge as key topic in view of the conversion of NBC o&o WNBQ (TV) to an all-color station.

CIRCULATES FELD-RADIO STORY

PROMOTION folder telling how radio helped Israel and Irvin Feld build their Washington, D. C., music store into a $2 million music-theatre business [B•T, Sept. 19] has been released by Radio Advertising Bureau. Titled, "No Choice but to Grow With Radio," the six-page folder is part of a regular series of documented success stories produced by RAB and designed to help member stations to show prospective clients what radio has done for others and what it can do for them.

RESULTS?

THAT'S US

CHNS

HALIFAX NOVA SCOTIA

Maritimes Busiest Station

5000 WATTS—NOW!

Interested? Ask
JOS. WEED & CO.
579 Fifth Ave., New York

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Designed by Radio-TV People for Radio-TV Use!

Minerva

Centralized Register **STOPWATCH**

OFFICIALLY ADOPTED by major networks! Easier reading . . . better visibility, more visibility on minutes and low priced! Write for catalog.

List Price $36.50
Professional Price
$25.55 net

M. DUCOMMUN COMPANY
Specialists in Timing Instruments
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BMI

BOOK PARADE

America's Most Widely Listened-to Book Program

In Current Release

THESE BOOKS:

"October '43"—Aage Bertelsen
"Bonjour Tristesse"—Francoise Sagan
"The Sojourner"—Marjorie Kinnan Rawlings
"The Rise and Annihilation of Earth Life"
"The Good Shepherd"—C. S. Forester
"Man With a Bull-Tongue Plow"—Jesse Stuart
"The Fabulous Phonograph"—Roland Gelatt
"Insight Into Astronomy"—Leo Mattersdorf
"Bent's Fort"—David Lavender
"From an Antique Land"—Julian Huxley

THESE REVIEWERS:

Peter Freuchen; Hallie Southgate Burnett; Era Bell Thompson; Alfred Friendly; Kenneth Dodson; August Derleth; R. D. Darrell; Richard S. Dodson, Jr.; Don Tracy; Henry Field.

BROADCAST MUSIC, INC.
589 FIFTH AVE., NEW YORK 17, N.Y.
NEW YORK • CHICAGO • HOLLYWOOD • TORONTO • MONTREAL

BEST GUESS in CHCH-TV Hamilton, Ontario, contest to determine total population in primary coverage area belongs to R. L. Johnston (l), manager and advertising director of Acousticon Dictograph, Toronto. He receives his $1,000 prize check from CHCH-TV Commercial Manager J. R. Peters.

WNCT (TV) PICKS POWER QUEEN

STANDOUT in a field of more than 33,000 entrants in the "Miss Super Power" contest staged by WNCT (TV) Greenville, N. C., was Nettie Ferrell Beach. She won a trip to Bermuda plus $1,500 worth of prizes in the competition which spotlighted the recent power boost by WNCT ch. 9 to 316 kw.

WNEW BACKS SAFE DRIVING

EVEN COMMERCIAL announcements were vulnerable Dec. 1 when WNEW New York initiated a 24-hour voice saturation in the interest of automobile safety. Westbrook Van Voohris, whose voice is most famous as the narrator of the former "March of Times" movie shorts, broke into various WNEW programs, and even commercials, over a period of 24 hours on the day designated by President Eisenhower as "Safe Driving Day" to remind listeners of caution on the roads.

CBS TO SPOTLIGHT SCHOOLS

CBS RADIO will present a special 55-minute broadcast examining the state of the nation's schools on Dec. 17 (9:05-10 p.m. EST), with Arthur Godfrey serving as narrator. Titled *The Warning Bell*, the broadcast will be a follow-up to the White House Conference on Education held in Washington Nov. 28-Dec. 4 The program will be produced by CBS Public Affairs, with Jay McMullen as producer and Ralph Backlund as supervisor.

DODGE CONTEST EXTENDED

NATIONAL "Car For Life" safety contest has been extended until Dec. 19 because of an appeal from The National Safety Council and "tremendous public response," officials of the Dodge Div., Chrysler Corp., announced. Grand prize each week to the winner of a 10-question safe driving quiz, carried on ABC-TV's *Lawrence Welk Show* (Sat., 9-10 p.m. EST), is a new car every year for life.

KITE PROMOTES WITH 'DOPE'

CAPSULES of "dope" constitute a recent ad mailing of KITE San Antonio, Tex. Inside the KITE cellulose tubes is a slip of paper warning, "Don't get 'hooked.' There's a real quick lift in KITE's good music! (but it is slightly habit-forming)"

Station Authorizations, Applications

(As Compiled by B•T)

November 23 through November 30

Includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules & standards changes and routine roundup.

Abbreviations:

Cp—construction permit. DA—directional antenna. ERP—effective radiated power. vhf—very high frequency, uhf—ultra high frequency. ant.—antenna. aur.—aural. vis.—visual. kw—kilowatts. w—watts, mc—megacycles. D—day. N—night. LS—local sunset. mod.—modification. trans.—transmitter. unl.—unlimited hours. kc—kilocycles. SCA—subsidiary communications authorizations. SSA—special service authorization. STA—special temporary authorization.

Am & Fm Summary Through Nov. 30

	On Air	Licensed	Cps	Appls. Pending	In Hearing
Am	2,792	2,790	202	287	262
Fm	539	527	47	19	3

FCC Commercial Station Authorizations As of October 31, 1955 *

	Am	Fm	Tv
Licensed (all on air)	2,768	519	145
Cps on air	20	20	328
Cps not on air	110	14	110
Total on air	2,788	539	473
Total authorized	2,898	553	583
Applications in hearing	147	1	171
New station requests	235	9	35
New station bids in hearing	98	0	112
Facilities change requests	142	5	49
Total applications pending	843	142	293
Licenses deleted in Oct.	0	4	0
Cps deleted in Oct.	1	1	0

*** Based on official FCC monthly reports. These are not always exactly current since the FCC must await formal notifications of stations going on the air, ceasing operations, surrendering licenses or grants, etc. These figures do not include noncommercial, educational fm and tv stations. For current status of am and fm stations see "Am and Fm Summary," above, and for tv stations see "Tv Summary," next column.**

Tv Summary Through Nov. 30

Total Operating Stations in U. S.:

	Vhf	Uhf	Total
Commercial on air	335	102	437
Noncom. Educ. on air	13	4	17

Grants Since July 11, 1952:

(When FCC began processing applications after tv freeze)

	Vhf	Uhf	Total
Commercial	294	314	608
Noncom. Educational	18	17	35

Applications Filed Since April 14, 1952:

(When FCC ended Sept. 28, 1948-April 14, 1952 freeze on tv processing)

	New	Amend.	Vhf	Uhf	Total
Commercial	965	337	761	540	1,302
Noncom. Educ.	59		32	27	59
Total	1,025	337	793	568	1,361

[1] 154 Cps (30 vhf, 124 uhf) have been deleted.
[2] One educational uhf has been deleted.
[3] One applicant did not specify channel.
[4] Includes 34 already granted.
[5] Includes 642 already granted.

FCC ANNOUNCEMENTS

New Tv Stations . . .

ACTIONS BY FCC

KSLA (TV) Shreveport, La.—Cp cancelled and call letters deleted (ch. 12). Announced Nov. 30.

Ironwood, Mich.—Upper Michigan-Wisconsin Bcstg. Co. granted vhf ch. 12 (204-210 mc); ERP 794 w vis., 397 w aur.; ant. height above average terrain 540 ft., above ground 293 ft. Estimated construction cost $78,494.80, first year operating cost $80,000, revenue $88,000. Post office address 124 E. McLeod Ave., Ironwood. Studio and trans. location Ironwood. Geographic coordinates 46°, 26', 53" N. Lat., 90°, 09', 28" W. Long. Trans. Gates, ant. GE. Legal counsel D. F. Prince, Washington. Consulting engineer Frank H. McIntosh, Washington. Applicant is 51% owner **WIKB Iron River, Mich.**, and licensee of **WATW Ashland, Wis.**, and **WJMS Ironwood.** Granted Nov. 30.

Billings, Mont.—Midland Empire Bcstg. Co. granted vhf ch. 8 (180-186 mc); ERP 87.1 kw vis., 52.5 kw aur.; ant. height above average terrain 570 ft., above ground 330 ft. Estimated construction cost $316.224, first year operating cost $320,860, first year revenue $323,460. Post office address 5th Ave. & North Broadway, Billings. Studio location 5th Ave. & North Broadway. Trans. location 2.7 mi. from center of Billings. Geographic coordinates 45°, 45'. 40.5" N. Lat., 108°, 27', 17" W. Long. Trans. and ant. RCA. Legal counsel Hogan & Hartson, Washington. Consulting engineer Jansky & Bailey, Washington. Applicant owns **KGHL Billings.** Granted Nov. 23.

Buffalo, N. Y.—Frontier Television Inc. granted uhf ch. 59 (740-746 mc); ERP 25.1 kw vis., 13.5 kw aur.; ant. height above average terrain 420 ft., above ground 428.6 ft. Estimated construction cost $86,500, first year operating cost $155,000, revenue $185,000. Post office address 355 Ellicott Square Bldg., Buffalo. Studio and trans. location, Buffalo. Geographic coordinates 42°, 53', 12" N. Lat., 78°, 52', 25" W. Long. Trans. and ant. RCA. Consulting engineer Frank B. Ridgeway. Principals in equal partnership are Pres. **Bernard I. Obletz,** attorney, and 25% owner retail drug firm; Vice President **Richard S. Levy,** vice president appliance wholesalers, and Sec.-Treas. **Daniel A. Roblin,** partner metals and building supply company. Granted Nov. 23.

Memphis, Tenn.—Memphis Community Television Foundation granted vhf ch. 10; ERP 28.9 kw vis., 13.5 kw aur.; ant. height above average terrain 650 ft., above ground 395 ft. Estimated construction cost $227,000, first year operating cost $100,000, revenue $100,000. Post office address 258 Jefferson Ave., Memphis. Studio location 3d & Madison, Memphis. Trans. location 7192 Raleigh-La Grange Rd., near Memphis. Geographic coordinates 35°, 08', 41" N. Lat., 90°, 03', 00" W. Long. Trans. GE, ant. RCA. Legal counsel Robert W. Pharr, Memphis. Consulting engineer George C. Davis, Washington. Station is for non-commercial educational use. Granted Nov. 23.

PETITION

Lincoln, Neb.—Bryon J. Dunn, trustee, and U. of Nebraska filed joint petition to amend Sec. 3.606 so as to (1) specify ch. 12 at Lincoln, Neb., as noncommercial educational assignment rather than commercial assignment and (2) delete educational reservation from ch. 18 at Lincoln and make ch. 18 available for commercial assignment in that community. Filed Nov. 21; announced Nov. 25.

APPLICATIONS AMENDED

Sacramento, Calif.—Central California Educational Television application for new educational tv station amended to change studio location to 601 7th Ave., Sacramento. Amended Nov. 29.

Laurel, Miss.—Laurel Television Co. amends application for new tv to change ERP to 134.8 kw vis., 72.06 kw aur., change trans. location to 100 yards west of U. S. 11 in area known as Towanda Hills, southwest of Laurel and change studio location to 501 Central Ave., Laurel, change ant. system and make other equipment changes. Ant. 504 ft. above average terrain. Amended Nov. 28.

Santa Fe, N. M.—Video Independent Theatres Inc. amends application for new tv to change trans.-studio location to Hyde Park Rd., Santa Fe and change ERP to 488 w vis., 244 w aur., change ant. system and make other equipment changes. Amended Nov. 29.

Existing Tv Stations . . .

ACTIONS BY FCC

WJIM-TV Lansing, Mich.—Granted change in trans. site to point about eight miles southeast of city, increase ant. height from 440 ft. to 980 ft., and make other equipment changes. Granted Nov. 23.

APPLICATIONS

WHEN-TV Syracuse, N. Y.—Seeks mod. of cp to change description of trans. location (not move) to 3.3 miles southwest of Jamesville, N. Y., change ERP to 204 kw vis., 108 kw aur. and make equipment changes. Filed Nov. 28.

WHP-TV Harrisburg, Pa.—Seeks mod. of cp to change ERP to 228 kw vis., 123.5 kw aur. and make equipment changes. Filed Nov. 23.

CALL LETTERS ASSIGNED

KSLA Shreveport, La.—Shreveport Television Co., ch. 12. Changed from KCIS (TV).

KGHL-TV Billings, Mont.—Midland Empire Bcstg. Co., ch. 8.

KMOT (TV) Minot, N. D.—Meyer Bcstg. Co., ch. 10.

WTVK (TV) Knoxville, Tenn.—South Central Bcstg. Corp., ch. 26. Changed from WTSK-TV effective Dec. 12 instead of previous effective date, Nov. 24.

New Am Stations . . .

ACTIONS BY FCC

Trumann, Ark.—Poinsett County Bcstg. Co. granted 1580 kc, 250 w D. Post office address 1547 Maplewood, Memphis, Tenn. Estimated construction cost $11,015, first year operating cost $24,000, revenue $36,000. Poinsett owner **Earl W. Daly** is former owner **WTRB Ripley, Tenn.** Granted Nov. 23.

Ansonia, Conn.—The Valley Bcstg. Co. granted 690 kc, 500 w D. Post office address Box 1230, Hartford. Estimated construction cost $23,714, first year operating cost $50,000, revenue $65,000. Principals include **Sydney E. Byrnes** (21.5%), news producer at CBS; **Norman J. Bernstein** (12.9%), attorney; **William H. Schpero** (12.9%), retail jewelry business; **Erwin Lieff** (8.6%), engineer, and nine other stockholders. Granted Nov. 23.

Dowagiac, Mich.—Cass County Bcstg. Co. granted 1440 kc, 500 w D. Post office address 75 Church St., Coldwater, Mich. Estimated construction cost $9,500, first year operating cost $48,000, revenue $60,000. Principals are equal partners **Gilbert N. Ketcham**, commercial manager of **WTVB-AM-FM Coldwater, Mich.**, and **James B. Luck**, assistant to manager of WTVB-AM-FM. Granted Nov. 23.

Erwin, Tenn.—Unicoi Bcstg. Co. granted 1420 kc, 1 kw D. Post office address Box 218, Richlands, Va. Estimated construction cost $15,000, first year operating cost $24,000, revenue $30,000. Sole owner **Max M. Blakemore** is manager-16.2% stockholder **WROC Richlands, Va.**, and 50% partner Cherokee Bcstg. Co., applicant for new am station at Murphy, N. C. Granted Nov. 23.

Savannah, Tenn.—Florence Bcstg. Co. application reinstated by FCC. 1010 kc, 250 w D. Post office address P. O. Box 137, Florence, Ala. Estimated construction cost $8,000, first year operating cost $30,000, revenue $36,000. Applicant is owner of **WJOI-AM-FM Florence, Ala.** Action Nov. 30.

Henderson, Tex.—Wes Dean & Co. granted 1470 kc, 500 w D. Post office address Box 219, Henderson. Estimated construction cost $7,966, first year operating cost $18,000, revenue $28,000. Principals are **Wesley R. Dean** (50%), announcer **KGRI Henderson** and **KTVE (TV) Longview, Tex.**; **Wilton W. Freeman** (25%), and **Lynn J. Roy** (25%), who each own 50% of Lynn Roy Radio Co. Grant conditioned upon proof that Mr. Dean has severed connections with KGRI. Granted Nov. 23.

APPLICATIONS

De Queen, Ark.—Radio De Queen, 1390 kc, 500 w D. Post office address 1925 S. 4th St., De Queen. Estimated construction cost $14,625, first year operating cost $36,000, revenue $48,000. Applicant is wholly owned by R. G. McKeever, appliance store owner. Filed Nov. 30.

Dover, Del.—Chesapeake Bcstg. Corp., 1600 kc, 500 w, limited time. Post office address P. O. Box 97, Havre de Grace, Md. Estimated construction cost $27,922.70, first year operating cost $45,000, revenue $60,000. Principals include Pres. **Jason T. Pate**, minority owner of **WASA Havre de Grace, Md.** No other ownership information available. Filed Nov. 30.

Green Cover Springs, Fla.—William F. Askew, 730 kc, 250 w D. Post office address 2566 Anniston Rd., Jacksonville 7, Fla. Estimated construction cost $9,245, first year operating cost $15,600, revenue $24,000. Mr. Askew is pastor, and former chief engineer of **WOBS Jacksonville, Fla.** Filed Nov. 23.

APPLICATION RESUBMITTED

Morris, Minn.—Western Minnesota Bcstg. Co. resubmits application for cp for 1570 kc, 1 kw D. Filed Nov. 30.

APPLICATIONS AMENDED

Baton Rouge, La.—Vox Inc. application for cp to operate on 1540 kc, 1 kw D amended to change to 1380 kc, 500 w. Amended Nov. 29.

Lake Placid, N. Y.—Essex County Bcstg. Co. application for new am to operate on 1270 kc, 1 kw D amended to specify 1300 kc. Amended Nov. 23.

Coos Bay, Ore.—Coos County Broadcasters application for cp to operate new am to operate on 1270 kc, 1 kw D amended to specify 1420 kc and change trans. location to 6th and E Sts., Eastside, Ore. Amended Nov. 23.

Pasco, Wash.—Music Broadcasters application for new am to operate on 860 kc, 250 w D amended to specify 800 kc, change studio-trans. location and specify remote control point as "to be determined, Pasco." Amended Nov. 23.

Existing Am Stations . . .

ACTIONS BY FCC

WAVU Albertville, Ala.—Granted increase of power on 630 kc, D from 500 w to 1 kw. Condition was made that station accept such interference as may be caused by proposed operation by J. Dige Bishop, Thomasville, Ala., in pending application. Granted Nov. 25.

WBFC Fremont, Mich.—Granted increase in power from 100 w to 250 w, operating unl. on 1490 kc. Granted Nov. 25.

WMAX Grand Rapids, Mich.—Granted increase of power from 500 w to 1 kw, operating D on 1480 kc; engineering condition. Granted Nov. 25.

WENC Whiteville, N. C.—Granted change in facilities from 1240 kc, 250 w unl., to 1220 kc, 1 kw D. Granted Nov. 25.

WEOL Elyria, Ohio—Granted mod. of DA-D pattern, operating on 930 kc, 1 kw DA-2, unl.; conditions. Granted Nov. 25.

KWRO Coquille, Ore.—Granted change in facilities from 1450 kc, 250 w unl. to 630 kc, 1 kw D with remote control from main studio site. Granted Nov. 25.

WOIC Columbia, S. C.—Granted increase of power on 1470 kc from 1 kw to 5 kw, continued D operation. Granted Nov. 25.

KALL Salt Lake City, Utah—Granted change from DA-1 to DA-N, operating on 910 kc, 1 kw unl.; with remote control during D non-DA period from main studio site. Granted Nov. 25.

APPLICATIONS

WVOK Birmingham, Ala.—Seeks cp to erect new southwest tower of DA, increase tower height (546 ft.) to support proposed tv ant. and side mount fm ant. at top of tower. Filed Nov. 30.

KMYC Marysville, Calif.—Seeks mod. of cp (which authorized erection of third tower to be used with present northeast tower for DA-D pattern) to increase D power from 1 kw to 5 kw, and make changes in DA pattern. Mutually contingent on application of **KSTN Stockton, Calif.** Filed Nov. 30.

KSTN Stockton, Calif.—Seeks cp to erect third tower for D operation, increase D power from 1 kw to 5 kw and change from DA-1 to DA-2. Mutually contingent on application of **KMYC Marysville, Calif.** Filed Nov. 30.

WKXY Sarasota, Fla.—Seeks mod. of cp to change from D to unl. using 500 w N, 1 kw D, change from DA-D to DA-2 and make ant. system changes. Filed Nov. 29.

WNDU South Bend, Ind.—Seeks cp to change ant.-trans. location and make changes in ant. and ground system. Filed Nov. 23.

WEGA Newton, Miss.—Seeks mod. of cp to change studio location and operate trans. by remote control from studio location. Filed Nov. 28.

WTRN Tyrone, Pa.—Seeks mod. of cp to increase power from 500 w D to 1 kw D on 1290 kc. Filed Nov. 23.

WCRK Morristown, Tenn.—Seeks cp to change from 1450 kc to 1150 kc, change power from 250 w to 500 w N, 1 kw D, install DA-N and change

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"WHO'S WHO ON WEVD"

Henry Greenfield, Managing Director
WEVD 117-119 West 46th St.,
New York 19

ant.-trans. location. Filed Nov. 29.

WDUX Waupaca, Wis.—Seeks mod. of cp to move tower 110 ft. northeast of present location and operate trans. by remote control from 204 S. Main St., Waupaca. Filed Nov. 30.

WPRA Mayaguez, P. R.—Seeks cp to make changes in ground system. Filed Nov. 28.

CALL LETTERS ASSIGNED

WFHK Pell City, Ala.—St. Clair Bcstg. System, 1430 kc, 1 kw D.

KSLR Oceanside, Calif.—San Luis Rey Bcstg. Co., 1320 kc, 500 w unl.

WSTL Eminence, Ky.—J. W. Dunavent, 1600 kc, 500 w D.

WKLZ Kalamazoo, Mich.—Joseph F. Butler & Ralph E. Patterson, 1470 kc, 500 w D.

WLES Chateaugay, N. Y.—Franklin County Bcstg. Co., 1050 kc, 1 kw D.

WBLR Batesburg, S. C.—James Olin Tice Jr., 1410 kc, 1 kw D.

New Fm Stations . . .

APPLICATIONS

Nacogdoches, Tex.—Lee Scarborough, granted 100.1 mc, 333 w unl. Post office address P. O. Box 248, Nacogdoches. Estimated construction cost $3,250, first year operating cost $2,550, revenue $7,488. Mr. Scarborough is radio-tv sales service store owner. Filed Nov. 23.

Existing Fm Stations . . .

ACTIONS BY FCC

WAVU-FM Albertville, Ala.—Granted cp to change trans. location and ERP to 4.5 kw. Granted Nov. 30.

WMIT (FM) Charlotte, N. C.—Granted ERP of 36 kw with ant. 3,100 ft. above average terrain. Granted Nov. 29.

WSGN-FM Winston-Salem, N. C.—Granted STA to remain silent to March 15, 1956. Granted Nov. 30.

WPWT (FM) Philadelphia—Granted cp for 180 w. Granted Nov. 30.

WJMC-FM Rice Lake, Wis.—Granted ERP of 15.5 kw and ant. height above average terrain of 540 ft. Granted Nov. 29.

APPLICATION

WPWT (FM) Philadelphia—Seeks cp to change ERP to 179 w. Filed Nov. 28.

CALL LETTERS ASSIGNED

KELE (FM) Phoenix, Ariz.—James T. Ownby, 98.5 mc, 1.45 kw. Changed from KONI-FM.

Ownership Changes . . .

ACTIONS BY FCC

WERH Hamilton, Ala.—Granted involuntary assignment of license to **Hugh J. Fite** for $29,000. Mr. Fite is purchasing interests of **Ernest B. Fite,** deceased, and **Rankin Fite,** with whom he was partner. Granted Nov. 30.

KVON Napa, Calif.—Granted assignment of license to **Jack L. Powell** and **Alyce M. Powell** (husband and wife) as joint tenants for $75,000 including assumption of $37,500 note. Mr. and Mrs. Powell jointly hold 17.2% of **KVEN Ventura, Calif.** Mr. Powell is station manager **KXOC Chico, Calif.** Granted Nov. 23.

WPEO Peoria, Ill.—Granted transfer of control to **John R. Livingston.** Mr. Livingston, presently 40% station owner, is buying additional 40% from **Errett G. Zendt** for $14,200. Granted Nov. 29.

KRNT Des Moines, KVTV (TV) Sioux City, both **Iowa,** and **WNAX Yankton, S. D.**—Granted transfer of control to **Gardner Cowles, Gardner Cowles Foundation, John Cowles,** et al. Corporate change only; no change in control. Granted Nov. 29.

KXGI Fort Madison, Iowa—Granted transfer of control to **Joseph E. McNaughton, William D. McNaughton, J. Richard Sutter** and **John E. Armel** for $60,000. J. E. McNaughton (49%), has 31¼% interest in **WRMN Elgin, Ill., and 60% in WCRA Effingham, Ill.,** and has holdings in *Pekin* (Ill.) *Daily Times* and *Effingham* (Ill.) *Daily News.* W. D. McNaughton (28%), holds interests in same daily papers and has 18¾% stock in WRMN. Mr. Sutter (20%), owns 34% of WRMN. Mr. Armel is WCRA general manager. Granted Nov. 30.

WJEF Grand Rapids, Mich.—Granted assignment from Fetzer Bcstg. Co. to wholly-owned subsidiary, **Amalgamated Properties Inc.** Corporate change only; no change in control. Granted Nov. 29.

WHSY Hattiesburg, Miss.—Appplication for transfer of stock to Robert N. Robinson returned (necessary to file form 323). Action Nov. 23.

KSMO Salem, Mo.—Granted assignment of license to Zola Bcstg. Co. for $30,000. Sole owner is **William B. Smith,** manager-chief engineer of KSMO. Granted Nov. 23.

WTIV Titusville, Pa.—Granted transfer of control of permittee corporation to **Robert Z. Morrison, Victor D. Lindeman Jr., Myron Jones** and **Robert Sauber.** Original stockholders were Messrs. Lindeman and Morrison and Patrick A. Petrino, equal partners. Mr. Lindeman will hold 4%, Mr. Morrison 32% and Mr. Petrino, none. Messrs. Jones and Sauber will each own 32%. Mr. Jones is owner **WHOT Campbell, Ohio,** and president of **WJET Erie, Pa.** Mr. Sauber is Westinghouse sales engineer. Granted Nov. 30.

KRCT Baytown, Tex.—Granted transfer of control to **W. D. Christmas.** Mr. Christmas already owns 45% interest in KRCT and is purchasing additional 35%. Besides Mr. Christmas' 35%, stock also is being sold to **Robert C. Jones** 2%, **John H. Touchstone** 5% and **Bay Bcstg. Co.** 13%. Stock being sold for total price of $55,000. Granted Nov. 30.

KCUL Fort Worth, Tex.—Granted assignment of license to sole owner James G. Ulmer, corporate change only. Mr. Ulmer granted assignment of license to Dalworth Bcstg. Co. for $400,000. Principals are Pres. **Kurt A. Meer** (29.43%), 5% owner **WMIE Miami, Fla.**; Vice Pres. **Harold Young** (1.17%), secy.-dir. (no stock) of Sun Coast Bcstg. Corp., WMIE licensee and pres. Palm Beach Radio Inc., licensee **WWPG-AM-FM Palm Beach, Fla.**; Secy. **M. S. Vines** (1.17%), Sun Coast employe and Asst. Secy.-Treas. **E. D. Rivers Sr.** (68.23%), 61.5% owner WMIE and 97% owner WWPG-AM-FM. Mr. Rivers' son, daughter, and brother, all holding broadcast interests, are non-stockholding principals in Dalworth. Granted Nov. 30.

KERB Kermit, Tex.—Granted transfer of control to **Homer V. Brinson, Earl S. Walden,** and **Paul B. Greenwood** for $107,500. Mr. Walden (50%), is chinchilla raiser; Mr. Brinson (25%), is 50% owner of oil field testing firm, and Mr. Greenwood (25%) is salesman for **KJBC Midland, Tex.** Granted Nov. 23.

WROV-AM-FM Roanoke, Va.—Granted assignment of license to **WROV Broadcasters Inc.** Corporate change only; no change in control. Granted Nov. 29.

KOL Seattle, Wash.—Granted transfer of control to **Mrs. Marie S. Taft,** individually and as trustee of estate of **Archie G. Taft Sr.,** deceased. Mrs. Taft is buying 423 outstanding shares for $1,000 and will be sole owner of outlet. Mrs. Taft's sons, **Archie G. Taft Jr.** and **William R. Taft,** own, respectively, **KBKW Aberdeen, Wash.,** and **KRKO Everett, Wash.** Granted Nov. 23.

WDNE Elkins, W. Va.—Granted assignment of license to MARJA Corp. for $50,000. Principals are Pres.-Treas. **John P. Carr** (100%), attorney and asst. secy. and director of Land O' Lakes Bcstg. Corp., licensee of **WILE Cambridge, Ohio,** and owner of licensee of **WTRL Bradenton, Fla.** Secy. **Martha F. Carr** (holds stock jointly with Mr. Carr), housewife, and Vice Pres. **Howard A. Donahoe,** 100% owner of Land O' Lakes. Granted Nov. 23.

APPLICATIONS

WILD Birmingham, Ala.—Seeks assignment of license to Gordon Alabama Bcstg. Co. for $175,000. Principals are Pres. **Sherwood R. Gordon** (70%), owner of **WSAI-AM-FM Cincinnati, Ohio,** Treas. **Louis A. Wildman** (30%), director of WCAI-AM-FM, Secy. **Ida F. Wildman** (no stock). Filed Nov. 23.

KWHN Fort Smith, Ark.—Seeks transfer of control to **Hiram S. Nakdimen** for $9,000. Mr. Nakdimen will now own more than 50% interest for first time. Mr. Nakdimen is 33.3% owner **KNAC-TV Fort Smith.** Filed Nov. 30.

KHJ-AM-FM-TV Los Angeles, KFRC San Francisco, WGTH Hartford, Conn., WEAT-AM-TV West Palm Beach, Fla., WNAC-AM-FM-TV Boston, WOR-AM-FM-TV New York, WHBQ-AM-TV Memphis, Tenn.—Seek assignment of licenses from General Teleradio Inc. to **RKO Radio Pictures Inc.** Corporate change only; no change in control. Filed Nov. 23.

KFMA Davenport, Iowa—Seeks transfer of control to **Lester L. Gould** (60%) and **Dorothy R. Gould** (40%) for $55,000. Mr. Gould is former owner of **WJNC Jacksonville, N. C.,** and presently owns 33.3% of **WLSE Wallace, N. C.** Mrs. Gould is former WJNC program director. Filed Nov. 23.

KWHK Hutchinson, Kan.—Seeks assignment of license to KWHK Inc. for $75,000. Principals are Pres. **John D. Hill** (40%), former merchandising-promotion director of **WISN Milwaukee, Wis.**; Vice Pres. **Frank A. Smith** (25%), badge and trophy supplier; Secy. **Alvarita Smith Hill** (10%), former continuity writer for **WLS Chicago,** and Treas. **Alva H. Smith** (25%), housewife. Filed Nov. 30.

WKLX Paris, WPRT Prestonsburg, both **Ky.**—Seek assignment of cp and license, respectively, to **Stephens Industries Inc.** Corporate change only; no change in control. Filed Nov. 23.

WPLM North Plymouth, Mass.—Seeks transfer of control (51 shares of 90 outstanding) to **John T. Campbell** for $10,200. Mr. Campbell is former commercial manager of WPLM. Filed Nov. 29.

KBMW Breckenridge, Minn.—Granted transfer of control to **Robert E. Ingstad** for $37,500. Mr. Ingstad is majority stockholder of **KOVC Valley City, N. D.,** and **KEYJ Jamestown, N. D.** Granted Nov. 23.

KBIA Columbia, KCHI Chillicothe, KREI Farmington, all **Mo., KCLO Leavenworth, KCRB Chanute,** both **Kan.,** and **WINI Murphysboro, Ill.**—Seek assignment of licenses from Cecil W. Roberts and Jane A. Roberts, joint tenants, to **Cecil W. Roberts** and **Jane A. Roberts,** his wife. Corporate change only. Filed Nov. 23.

KUON-TV Lincoln, Neb.—Seeks assignment of cp from **Byron J. Dunn,** trustee, to **U. of Nebraska.** Corporate change only. Filed Nov. 28.

WFBG-AM-TV Altoona, Pa.—Seeks transfer of control to Triangle Publications Inc. for $3.5 million. Triangle owns **WFIL-AM-FM-TV Philadelphia,** and **WNBF-AM-TV Binghampton, N. Y.,** 50% of **WHGB Harrisburg, Pa.,** and seeks transfer of **WLBR-TV Lebanon, Pa.** Filed Nov. 23.

KMIL Cameron, Tex.—Seeks assignment of license to Milam County Bcstg. Service Ltd. for $15,000 plus assumption of $8.000 note. Principals include present owners **Milton F. Brown Jr.** (51%) and **E. Glenn Abercrombie** (15%). Others are: **N. L. Caperton** (10%), insurance, motor and gas-oil distributorship interests; **H. H. Coffield** (10%), 50% owner **KGKO Dallas,** and **Esther Belle White** (4%), office manager. Filed Nov. 23.

WACO Waco, Tex.—Seeks assignment of license to Waco Bcstg. Corp. for $300,000. Principals are Pres. **Wendell Mayes** (40%), majority owner of **KBWD Brownwood, KNOW Austin,** 30% of **KSNY Snyder,** 20% of **KXOL Fort Worth,** all Tex., and 50% owner of **KTOK Oklahoma City, Okla.**; Vice Pres. **C. C. Woodson** (40%), 50% owner KTOK, 40% of KXOL and vice pres.-dir. of KBWD and **R. Lee Glasgow** (20%), owner of **KAND Corsicana, Tex.,** and WACO general manager. Filed Nov. 30.

Hearing Cases . . .

INITIAL DECISIONS

Newburyport, Mass.—Hearing Examiner Annie Neal Huntting issued initial decision looking toward grant of application of Theodore Feinstein for new am to operate on 1470 kc, 500 w D in Newburyport. Action Nov. 29.

FINAL DECISIONS

ABC-TV Los Angeles—Granted authority to transmit tv programs from **KABC-TV Los Angeles** to **XETV (TV) Tijuana, Mexico;** by letter denied opposing petitions by **KFMB-TV** and **KFSD-TV San Diego, Calif.** Granted Nov. 23.

Los Angeles—FCC granted **KFI, KMPC, KNX Los Angeles** authority to transmit sub-audible tones for purpose of activating air raid sirens in

(Continues on page 123)

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Deadline: Undisplayed—Monday preceding publication date. Display—Tuesday preceding publication date.

Situations Wanted 20¢ per word—*$2.00 minimum* • **Help Wanted** 25¢ per word—*$2.00 minimum.*

All other classifications 30¢ per word—*$4.00 minimum* • Display ads $15.00 per inch

No charge for blind box number. Send box replies to

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APPLICANTS: If transcriptions or bulk packages submitted, $1.00 charge for mailing (Forward remittance separately, please). All transcriptions, photos, etc., sent to box numbers are sent at owner's risk. BROADCASTING • TELECASTING expressly repudiates any liability or responsibility for their custody or return.

RADIO

Help Wanted

Managerial

Sales manager—Nationwide expanding company, in need of outstanding producer. Guaranteed draw and commission. Earnings $12,000.00 plus. Please write fully. Box 603E, B•T.

Salesmen

Wanted salesman: A successful, thoroughly experienced salesman for a 1000 watt network affiliate station. Salary plus commission. Should earn $8,000 annually. Contact Box 553E, B•T.

Three station company needs experienced radio salesman large Michigan market. Great potential to right man. Send detailed resume past experience, references, photo. Box 599E, B•T.

The salesman we need is probably a man between 25 and 30 years old who has been selling radio time in a town under 40,000 population for about a year or so. He should have about $2,000 a month billing and has probably reached the point where it looks as though it would be very difficult to increase his present income of $75 to $90 a week. He probably broke into radio time sales as the result of program department experience and knows local radio thoroughly. He has the sort of present job and past experience that will make him really appreciate a fair and highly remunerative commission arrangement supported, in the beginning, by a draw at least equal, or better, than his present income. He will appreciate the opportunity of working for and with professional radio men in a non-competitive market where radio advertising is accepted as having value at high but fair rates. If you want to live in a wealthy, farm-rich, middle-western community and your experience matches our requirements, write Box 608E, B•T, in preparation for a personal interview.

Sales representative—leading radio-newspaper group has exceptional opening with present and future for sincere, ambitious young man. Prosperous New York State station, nice-sized city. Give resume. Confidential. Box 621E, B•T.

Announcers

Unusual opportunity for announcer with a first class ticket who can really sell merchandise on the air and read news. Hours are 40 hours weekly and salary open. Contact Box 552E, B•T.

Experienced announcer-chief engineer. Virginia daytimer. 50-hour week, $80.00. Send tape, photo, resume. Box 595E, B•T.

RADIO

Help Wanted—(Cont'd)

Wanted: Disc jockey for pop music program. Must be good air salesman and have good references. Submit photograph and full information first letter. Box 606E, B•T.

Staff announcer—opportunity for sales. Will accept beginner or pay for experience. Box 607E, B•T.

Experienced announcer with first phone license. Opening January 1st. 5000 watt network station in southern university town. Send photo, tape and resume to Box 616E, B•T.

Top country and western DJ for midwest regional am, must be experienced and qualified all around radio man. Give all first letter. Box 617E, B•T.

Major market midwest indie needs top-flight morning man who can build Hoopers. Rush tape and details. Box 618E, B•T.

Warm, smooth "sell" voice for DJ show. Good change of pace for news; also skill on board. What we are looking for requires experience, professional attitude and high adaptability to our requirements at the top power station in progressive metropolitan southern market. Must be willing to be developed as a personality "our way". Good salary to start with. Unique incentive-bonus arrangement. Send qualifications, will notify if tape required. Box 638E, B•T.

Announcer for afternoon and evening shift and radio. Forward tape, background and references. All tapes returned. Box 643E, B•T.

Wanted: Combo man with first phone, ideal working conditions, 40 hour 5 day week, north western Montana location. 20 miles from Glacier National Park, good pay. Write Dick Vick, Manager, KGEZ. Kalispell, Montana.

Experienced staff announcer for top-rated CBS station. Salary $82.50 plus talent. Send tape and complete background to WBSR, Pensacola.

Announcer, experienced. Permanent position with progressive independent. Paid holidays and vacation. WCOJ, Coatesville, Pa.

Announcers send your audition or come see me for position at WCNT, Centralia, Illinois, expenses.

Combo announcer-engineer with emphasis on announcing. Immediate opening. Forward tape and full particulars to V. G. Balkcum, WGBR, Goldsboro, N. C.

Announcer: Immediate opening for experienced man. Must have car, 1000 watt daytimer in eastern Pennsylvania, one of chain. Excellent opportunity for advancement to executive or sales position, overtime, paid vacations, pleasant working conditions. Reply by phone to Assistant Manager, WLSH, Lansford, Pa.

RADIO

Help Wanted—(Cont'd)

Need staff announcer for long hours combination work, small station. Small salary, expensive village. Possibly some sales. Send tape, background, references, WNOG, Naples, Fla., without delay.

Technical

Chief engineer for one engineer radio operation. Must be fully experienced and capable complete maintenance and construction. Send complete details for immediate opening. KVOR, Colorado Springs, Colo.

Radio technicians wanted for large high frequency stations installation, involving high-power transmitters, diversity receivers, single-sideband and frequency shift equipment, vhf multichannel link, and large antenna fields. Contract employment. Air mail full details, experience and references to INTELEC, S. A., Edificio Industria, Ave. Este 2, Caracas, Venezuela.

Programming-Production, Others

Experienced PD whose record proves he can make a good independent 5000 watt station in metropolitan market a better station. Box 530Z, B•T.

Program director who is also good, experienced announcer for morning and afternoon show. Excellent opportunity. PD experienced preferred, but not necessary. Box 566E, B•T.

Program director for top Illinois daytimer. Must be prepared to report for work on or before January 1st. Send background details, salary requirements, etc. Do not send tape or disc until requested. Preference given applicants from Illinois and adjoining states. Box 579E, B•T.

Advertising and promotion manager for network affiliate, large eastern seaboard city. Excellent oportunity. Salary open. Send full information. Box 644E, B•T.

Need good copywriter quick! Gulf Coast area . . . pleasant working. Salary commensurate with ability. Ed Lovelace, KOGT, Orange, Texas.

Need at once experienced continuity girl—mostly spots. Fair salary, pleasant surroundings. Send photo and qualifications. E. Z. Jones, General Manager, WBBB, Burlington, North Carolina.

WIND, Chicago, interested in top-quality office girls with radio experience for key positions to handle expanding business volume. Write Program Director.

Charles W. Levene—Charles W. Asburn, please write James H. Rees, Union National Bank, Fayetteville, Tennessee, giving your current address.

Situations Wanted

Managerial

Station sales manager with proven record of aggressive selling and supervision. Upper midwest applicant available for Chicago interview preferred. Send background story, photo and references. Confidential. Box 547E, B•T.

14 years' experience as manager, sales manager and sports announcer (basketball and football). Desire change. Young, successful, and best of references. Wisconsin or Great Lakes area preferred. Available January 1st. Box 613E, B•T.

Young man, 30, with nine years broadcasting experience, seeks job as manager of small station in deep south, preferably Florida. Making over $12,000 commissions in major midwestern market in 1955. Will take cut for right position. Presently employed. Can furnish outstanding references. Box 625E, B•T.

Manager or assist. Experienced . . . reliable . . . mature . . . family man . . . top references. Box 647E B•T.

Salesmen

Salesman, DJ, engineer, continuity, programming, production, 6 years. College. Employed. Box 585E, B•T.

Top air salesman—street salesman-sponsor salesman, mature, experienced, successful, top references, desire good percentage opportunity on live am. Box 609E, B•T.

Attention! Radio stations in minor league baseball markets. I specialize in selling and broadcasting full schedule or road games only. Fans, sponsors like me. Basketball, football, staff, too. Box 611E, B•T.

IF

- √ You have creative sales ability based on sound evaluation of local advertisers' needs—
- √ Your sales performance is best in a competitive market—
- √ You can instill confidence and build pleasant client relationships—
- √ You are dissatisfied with your earnings because your highest potential isn't being utilized—
- √ You are currently travelling selling syndicated Radio or TV shows and would like to get off the road—
- √ You would like to settle in a metropolitan city offering every advantage of good community life—
- √ You would like to become associated with one of the outstanding Radio properties in the South, over 25 years young, and in a period of dynamic growth—
- √ You would like to earn up to $15,000 yearly, with your own ability as the only limit to your earnings—
- √ You would like the security of additional benefits such as health and accident coverage, pension plan, etc.—

THEN—We would like to hear from you and about you. We will be glad to tell you all about us.

Box 649E, B•T

RADIO

Situations Wanted—(Cont'd)

Salesmen

High calibre radio-television announcer seeking good permanent position. Excellent references. Specialize news, sports. Fritz Van, 1726 Hanchett, Saginaw, Michigan.

Announcers

$65 a week—experienced announcer, for small station. Resonant voice. News-sports-DJ. Board. Photo, tape. Box 526E, B•T.

Announcer—DJ. Pop-hill-PI. Punch or soft smooth. 34—married—15 years radio. Employed midwest 50 kw 7 years. Just southerner wishing location back south—southwest. Box 573E, B•T.

Announcer, one year experience. Prefer Minnesota, but will consider Iowa or Wisconsin. Available immediately. Box 600E, B•T.

Experienced sports announcer wants position in radio or tv. Preferably east. Box 602E, B•T.

Eight years experienced announcer. Records, news, sports. Most important point: will sell. Open any good offers. Box 614E, B•T.

Attention Florida! Announcer DJ seeks position with progressive station. Thoroughly experienced all phases, presently employed, married, sober, reliable, available after January 1st. Box 630E, B•T.

Do you believe sincerity, skill, spontaneity . . . is good broadcasting No studio hero. I sell products to listeners. Married, children. Box 632E, B•T.

Announcer, 1st phone, 5 years. Vet. Married. Now northern California. Box 633E, B•T.

Experienced announcer. Desires permanent position in Florida. Excellent background. Available January 1st. Box 634E, B•T.

Negro. Nationally known rock 'n roll DJ. Available early 1956. Permanent. Box 635E, B•T.

Experienced staffer. Versatile DJ. Smooth commercial delivery. Now available. Tape. Box 636E, B•T.

Staff announcer, married, recent broadcasting school graduate, versed all phases. Will travel. Tape, resume. Box 637E, B•T.

Recent broadcasting school graduate. Good DJ, news, sports, board, tape. Box 639E, B•T.

Announcer, experienced DJ, news, commercials. Good selling personality. Tape, resume and photo upon request. Box 640E, B•T.

Announcer, 1st phone, 5 years experience, air, copy, PD. State salary. Presently employed. Box 646E, B•T.

Announcer-PD—seeks permanent position northeast. 5 years PD. Strong news, sports, music. Some tv. Box 648E, B•T.

Early morning man or straight announcing. Married. 8 years broadcasting experience. Natural, sincere delivery. Excellent sponsor salesmanship. Radio or television. Want better working conditions and advancement, accustomed to earning $90 to $100 weekly with salary or salary and talent. Write Donald Christensen, 2420 N. 10th Street, Sheboygan, Wis., phone 8-2402 evenings between 5-7 p.m. Morning 10-12. Midwest only.

Young married man, radio school, some experience, wants job south or west. Tape available. Harry Height, 2515 McGavock, Nashville, Tenn.

Small stations only. Announcer, copywriter. Heavy commercials, news. James L. Moran, 1061 Mayfair Road, Union, New Jersey.

Staff announcer. Broadcasting school graduate. Bill Parker, 2219 N. Parkside, Chicago.

1st phone 4 years broadcasting experience. Desire position in same. Clarence Williams, 100 W. 139 Street, New Fork, N. Y., AV 3-0122.

Technical

Florida property owner desires return home state. **Experienced chief engineer** and announcer. Veteran. **Family. Desires** position in congenial, **progressive atmosphere. B•T** has my phone number. Box 564E, B•T.

Chief engineer—available December, 20 years experience am-fm-tv theory construction-maintenance—top administrative ability. Some announcing no objectional—best technical and character references. Box 572E, B•T.

RADIO

Situations Wanted—(Cont'd)

Chief engineer, 1st class phone, fourteen years experience, 50 kw station. Desires position, no announcing. Box 604E, B•T.

Wanted position as engineer. First phone. 2 years experience am and fm. Midwest preferred. Melvin A. Anderson, St. James, Minn.

Newly acquired first ticket. Inexperienced. Desire midwest connection. Nelson Cox, 331 19th Street, Bittendorf, Iowa. Phone Davenport 5-1974.

Production-Programming, Others

Program director—assistant sales manager, good commercial voice, ad-lib, phone interviews and sales. Competent, intelligent assistant to manager. Desire responsibility and $75.00 per week to start. 4 years college. 7 years radio experience—age 40 years. Available one week. Box 405E, B•T.

Are you??? Are you a first class radio or tv operation? Are you a eastern ad agency? Are you willing to pay for top experienced continuity director? The very best references, resume and sample copy now available! $100 weekly. All replies acknowledged! Box 601E, B•T.

Hard-sell copywriter, young woman, seven years experience all phases of radio, wishes position with future. First class copy under pressure. Box 622E, B•T.

TELEVISION

Help Wanted

Salesmen

WGLV needs an experienced time salesman. Salary plus commission with advancement possibilities. Apply by letter only stating qualifications, experience and salary expected. Enclose small photo. C. R. Thon, WGLV, Easton, Pennsylvania.

Announcers

Expanding television operation in large booming western city needs top announcers. Submit full resume and SOF audition. Box 626E, B•T.

Experienced combo man for tv. Must have 1st phone, good voice and willing to learn all phases of tv operation. Send tape and resume to Program Director, KREM, Spokane, Washington.

Channel 3, NBC affiliate now assembling staff for start around first of year needs two top-flight on-camera announcers. If you are a versatile tv announcer, capable of handling any on-camera assignment, and have a record to prove it, send resume, tape, picture and references to WSAV-TV, Savannah, Georgia.

Technical

Western vhf tv station, network affiliate, offers brilliant opportunity for qualified engineers in expanding operation. Send complete resume first letter. Box 629E, B•T.

Studio engineer, for all-around video work. Send complete experience, recent snapshot, salary expected, references. KTVR, 550 Lincoln Street, Denver, Colorado.

Programming-Production, Others

Production manager-director. A better-than-average opportunity awaits a better-than-average applicant. Thoroughly experienced, live-wire, with workable ideas for good low-budget production. Versatility and imagination essential, as is ability to produce, direct, switch and handle other production details, including traffic and copy supervision. "Successful" uhf north-central area, state starting salary expected, give full particulars about previous experience, and attach small snapshot. Confidential. Box 496E, B•T.

Excellent opportunity for television director with minimum of three years experience. Network affiliate in major market. Box 627E, B•T.

Television continuity writer needed by fast-moving network affiliate in large western city. Send complete resume and salary desired in first letter. Box 628E, B•T.

Midwestern vhf has opening for competent woman copywriter. Send resume and salary desired to Box 631E, B•T.

TELEVISION

Situations Wanted

Managerial

Nation's best general manager—radio or television. Experienced in national and local sales, engineering, personnel, production and programming. Well-know throughout the industry. Available at once. Box 985C, B•T.

General manager—in the business since 1939. Manager since 1942. Well known in regional and national field. Familiar with all phases of broadcasting. Box 596E, B•T.

Announcers

Outstanding radio, tv personality. Morning radio show . . . morning television audience participating program . . . top ratings in medium market. Collegiate sports network play-by-play. Currently in $10,000 bracket. Desire major market with talent potential. Seven years' experience. Box 570E, B•T.

Telegenic gal, experienced all phases. Emphasis on DJ, special features and woman's programs. Knowledge tv production. Versatile "on-camera". Box 641E, B•T.

Technical

First phone, good electronic background, seeks tv opportunity. Ham. Box 563E, B•T.

Tv studio engineer, 14 months experience all phases, including maintenance of studio equipment and microwave STL. Previous am. 1st class. Married, 3 children. Prefer northwest. Box 615E, B•T.

Production-Programming, Others

Top midwestern film director-editor. 7 years commercial television experience. Knowledge of film prices on all shows. Available on three weeks notice. Box 605E, B•T.

SRT graduate, 3rd phone, photography, music, art background, wants position in growing station. Box 610E, B•T.

Tv announcer-director, 30, B.A. degree. 6 years radio-tv experience. Reliable. Relocate. Box 612E, B•T.

Director-announcer. Ten years tv and radio, college graduate, 30, employed, single. Available 30 days notice. Box 645E, B•T.

Cameraman, 3 years recent experience, all studio operations, desires production opportunity. Available for personal interview. Best references. Albert Becker, 169 Beach 33 Street, Edgemere, New York.

(Continued on next page)

TELEVISION COMMERCIAL WRITER

If you are agency employed and agency reared, preferably in a good sized agency; if your commercials are cogent and imaginative, and generally can be produced as written—you should have very little trouble convincing one of the West Coast's largest agency operations that you are the man we want. Please send a resume, including references and your telephone number, to our Television & Radio Department.

ERWIN, WASEY & CO., LTD.
5045 Wilshire Blvd.
Los Angeles 36, Calif.

FOR SALE

Stations

For sale. Three midwest stations, all single station markets, all making money. $50,000 each for two, $75,000 for third. All replies answered. Box 515E, B•T.

Rural radio station with auditorium. Radio daytimer doing well. No competition. Station earns $15,000 to $20,000 year. Auditorium promotions does same. Auditorium will pay for station in 5 years. Building and real estate valued in excess $150,000. $50,000 down. Southern location. Box 597E, B•T.

Free list of good radio and tv station buys now ready. Jack L. Stoll & Associates 4958 Melrose Avenue, Los Angeles 29, California.

Eastern listings include high potential uhf and money making am stations. John I. Hanly, 1739 Connecticut, N. W., Washington, D. C.

Radio stations for sale, 100 watts day to 50 kw full, Minnesota, Iowa, Washington, Virginia, Illinois, Wisconsin and California, also uhf, vhf, write for detail Hugh R. Norman, Box 534, Davenport, Iowa.

Equipment

RCA TF5A superturnstile. Tuned channel 5 but tunable 4 or 6. Box 575E, B•T.

Excess stock of first class, unused, air cooled and water cooled broadcast tubes. Will quote on any type. Satisfaction guaranteed. Box 619E, B•T.

Booth Leasing Corporation—a national leasing service—whereby you choose the equipment you need—new or used—BLC purchases it from your supplier, at the established price and place it in your studio, transmitter and office on flexible lease terms written to meet your specific requirements. Rentals paid under lease drawn as recommended by BLC are tax deductible expense items. For full information for your attorney, tax counsel and yourself, write, wire or phone Gene O'Fallon & Sons, KFEL-TV Building—550 Lincoln Street, Keystone 4-8281, Denver, Colorado.

FOR SALE

Equipment

For sale—RCA TF-6AH superturnstile—channel 10. Minor changes to channel 7 through 13. Used 8 months, 2½ years old. Excellent condition. Pressurized. Make offer. KOLN-TV, Lincoln, Nebraska.

New stations and CP's: If you are constructing or about to construct, here is a real bargain! Approximately 400 feet Andrew type 737 air-dielectric co-axial cable never used and on its original reel. New price is $1.20 per foot. We are selling F.O.B., our site at 60¢ per foot. First check gets the goods. WCOJ, Coatesville, Pennsylvania.

In excellent used condition 100—#500 Century 6-inch 250-750 watt Fresnelite spotlights with pipe clamps. 25—#2570 Century Barn Doors for #500 spotlights. WDSU-TV, 520 Royal Street, New Orleans 16, Louisiana.

Re-broadcast television receiver and power supply GPL model PB-501. $110.00. Write J. H. Buck, WFBL-TV, Box 512, Fayetteville, N. C.

1 RCA TP-16 film projector, $2500.00 **1 RCA TK** 20 iconoscope film camera less power supplies, $750.00. 6 TA hi-intensity fluorescent studio lights, $50.00 each. WHIO, Dayton, Ohio.

For Sale: 250 watt fm broadcast transmitter type BT-1-B with tubes and crystal to operate on 92.7 mc. Fm monitor type BM-1-A to match; all excellent condition. WLOE, Inc., Leaksville, N. C.

3 kw GE-fm transmitter with monitors, transmission line. Make offer F.O.B. Atlanta, Georgia. Call or write Lee Bartell, Radio Station WOKY, Milwaukee, Wisconsin.

Modulation monitors—Gates MO 2639, GR 731. 235 S. Third Street, Burbank, California. Telephone Thornwall 4-2461.

30 Sangamo G3 capacitors, .00015mfd 20KV. New surplus. $700. Art Sorrell, Riverdale, Md.

WANTED TO BUY

Equipment

Wanted—We buy all types of radio broadcasting and tv transmitting tubes. Dispose of your obsolete or excess stock. Also want all types of low power broadcasting equipment. Must be complete. Highest prices paid. Box 620E, B•T.

Wanted: Remote amplifiers, broadcast microphones, studio console, 500 watt am broadcast transmitter. Box 623E, B•T.

Wanted—up to 1,200 ft. used 1⅝" ohm transmission line. State manufacturer, price and condition. Box 624E, B•T.

Maggie PT6-AH contact. KYNO, Fresno, California.

One RCA 70 series turntable and fm frequency-modulation monitor. Must be priced right. James M. Wilder, WBIE, Marietta, Ga.

50—used of standard make 1000 watt 8-inch lens Fresnel lens spotlights with pipe clamps. WDSU-TV, 520 Royal Street, New Orleans 16, Louisiana.

Wanted to buy: 500 or 1000 watt transmitter, preferably RCA. Send all details about price and time it has been used to XEAW, P. O. Box 628, Monterrey, Nuevo Leon, Mexico. If possible include photograph and diagrams.

INSTRUCTION

FCC license training—correspondence or residence. Resident classes held in Hollywood and Washington. Beginners get FCC 1st class license in 3 months. For details write Grantham School, Dept. 1-N, 821 19th Street, N.W., Washington, D.C.

FCC first phone license. Start immediately. Guarantee coaching. Northwest Radio & Television School, Dept. B, 1221 N.W., 21st Street, Portland 9, Oregon.

MISCELLANEOUS

Don Kelly, please get in touch with Robert Wasdon, WLOW, Norfolk, Virginia.

BROADCASTERS THROUGHOUT THE COUNTRY FIND...

Time, worry and expense can be saved by calling Northwest *First*. John Birrel, our Employment Counselor may have just the person you need. There's no charge for this service and you are assured of well-screened, professionally trained people.

Here's why Broadcasters prefer Northwest's graduates...

- Over 16,000 square feet devoted to studios, control rooms, and student servicing.
- Five complete image orthicon camera chains.
- Six complete control rooms with professional consoles, rack-mounted tape recorders, disc recorders, turntables, monitors, switchers
- Film editing equipment
- An outstanding staff of professional instructors who are presently working at network affiliates—NBC, CBS, ABC.
- Practical training. Professional trainees learn by doing — actually participating in closed-circuit productions.

Your collect wire or call is always welcome Call Northwest *first*. Our Employment Counselor ... John Birrel ... assures you of immediate, personal attention.

SUBSCRIBER TO NARTB

NORTHWEST RADIO & TELEVISION SCHOOL

HOLLYWOOD, CALIFORNIA 1440 North Highland HO 4-7822

CHICAGO, ILLINOIS..... 540 N. Michigan Avenue DE 7-3836

WASHINGTON, D. C..... 1627 K Street N. W. RE 7-0343

RADIO

Help Wanted

Salesmen

BROADCAST EQUIPMENT SALES ENGINEER WANTED

Qualified sales engineer with experience in radio broadcast and studio equipment sales wanted for travel in midwest area. Must own car and be willing to travel for company with an excellent reputation for highest quality equipment. Box 598E, B•T.

SPECIAL OPPORTUNITY

Experienced Radio Salesman wanted for leading Music, News and Sports station. Active accounts; excellent potential list; monthly guarantee and liberal commission make this outstanding opportunity.

Send complete resume, references, and photo in first letter to: Manager, WJBK-Radio, 500 Temple, Detroit 1, Michigan. Please do not call.

WANTED

Executive Salesmen Over 35 With Intangible and Advertising

Experience—Valuable Franchise—No Investment—All Sections of Country Open—Commissions Paid Immediately on Sale & Renewals. Write Randall, Suite 100, 1621 Conn. Ave., Washington 9, D. C.

Announcers

Top Flight Announcer Wanted

With personality and ability to put on a distinctive show. Must have bright, friendly style. If interested, contact Program Director or General Manager KLIF, Dallas, Texas, the Southwest's most progressive radio station.

Morning Man Wanted

With personality to put on distinctive morning show. Preference given to applicant now successfully doing similar program. Must have bright friendly style and be able to sell. Top rated program for past fifteen years. Detail previous experience salaries earned and expected and attach snapshot. Rush audition tape, including commercials. Confidential. WAKR, Akron, Ohio.

RADIO

Situations Wanted

Managerial

MANAGING SALESMAN FOR HIRE

Presently acct. exec. for one of nation's top music, news and sports stations. City of 500,000. Desire to return management. Will handle my share of sales. Presently making $12,000. No fancy dan or pressure man. Operate station and sell as should be. Past small station interest owner, sls mgr. for 5-kw. 33-yr's old. Married, three kids, college. Exp. on east and west coast. Interested in station who want to be tops and station who thinks radio is here to stay. Available for interview. Interested in east, south or southwest but will consider all offers. Present owner has knowledge of this ad.

Box 585E, B•T

TELEVISION

Help Wanted

Programming-Production, Others

ARTIST-WRITER

Outstanding top-power Southern TV station has immediate opening for experienced artist-writer for Promotion Department. Position involves knowledge of audience and sales promotion techniques, salary open. All replies confidential. Address inquiries to

Box 588E. B•T

WANTED

California VHF TV Station needs all around girl experienced TV continuity writer. Do one five minute show. Send complete information. References, samples of work, and recent photo to KSBW-TV, P.O. Box 1651, Salinas, California.

FOR SALE

Equipment

TOWERS
RADIO—TELEVISION
Antennas—Coaxial Cable
Tower Sales & Erecting Co.
6100 N. E. Columbia Blvd.,
Portland 11, Oregon

FOR THE RECORD

(Continues from page 118)

Los Angeles County. These regular authorizations, for license period, supplant temporary authorizations held for 18 months. Regular authorizations specify modulation of trans. with audio tones not in excess of 40 cps and modulation of carrier not in excess of 20% of this purpose. Announced Nov. 25.

WWBZ Vineland, N. J.—FCC denied renewal of license application allowing station 60 days to terminate business. Announced Nov. 28.

OTHER ACTIONS

Alaskan Fm—FCC invites comments by Jan. 2, 1956, to notice of proposed rule making to (1) bring up to date sec. 3.501 of its noncommercial educational fm rules consistent with its Sept. 7 order in Docket 11140 which deleted, as of Oct. 12, frequency band 72-100 mc from broadcast service in Alaska and (2) make available for noncommercial educational fm broadcasting in Alaska frequencies 100.1 mc through 107.9 mc in commercial portion of fm band. Announced Nov. 30.

Zone 1—FCC denied petition by ABC, permittee of **WLAP-TV Lexington, Ky.**, seeking rehearing of report and order denying ABC's request to shift tv Zone 1 boundary line so as to include portion of Kentucky therein and permit assignment of ch. 4 to Richmond, Ky. Announced Nov. 25.

Montgomery-Greenville, Ala.—FCC designated

FOR SALE—(Cont'd)

CLEANING HOUSE

Here is your chance to get broadcast audio equipment at bargain prices. All items are guaranteed as represented. The original cost is indicated in parentheses.

4—WE 109AA Vertical-Lateral Reproducers. Excellent. ($211.08). $65 each complete.
1—WE 109AA. Damaged stylus. $35, complete.
2—WE 639A Mikes with 24A Stands. Excellent. ($103.20). $55 each.
1—Rek-O-Kut G-2 16" Turntable. Like new. ($137.40). $79.
1—Rek-O-Kut G-2. Good. $49.
3—Presto 64-A Gear-Driven 16" Turntables. Need repairs. ($420.75). $90 each.
1—Presto 64-A. Good. $190.
1—U. S. Recording 201-A1 Console with PS-200 Power Supply. Needs repairs. (573.50). $195, complete.
2—RCA MI-12238 Amplifiers. Need repairs. ($54.50). $19 each.
6—Pickering D-120M Cartridges. Styli may be damaged. ($24.90). $4.50 each.
5—Pickering D-140S Cartridges. Styli may be damaged. (36). $9.50 each.
1—Pickering 260DD Cartridge. Stylus may be damaged. ($60). $15.
3—Pickering 260DD Cartridges in 190 Arms. Styli may be damaged. ($91.50). $30 each. complete.

All items shipped fob Philadelphia. For further information contact David Carson, WFLN, Philadelphia 28, Pennsylvania.

INSTRUCTION

FCC 1st PHONE LICENSES—IN 5 TO 6 WEEKS
WILLIAM B. OGDEN—10th Year
1150 W. Olive Ave.
Burbank, Calif.
Reservations Necessary All Classes—
Over 1700 Successful Students

Employment Services

PR* vs *PR

We'll match your PERSONNEL REQUIREMENTS, against the PROVEN RECORDS of qualified people.
A confidential service to Radio and TV Stations, and program producers, anywhere.

Palmer-DeMeyer (Agency)
50 E. 42nd Street. N.Y.C.
MU 2-7915
Paul Baron, Dir.: Radio-TV-Film-Adv.
Resumes welcome from qualified people.

for consolidated hearing applications of John F. Shea, Montgomery, for new am station to operate on 1370 kc, 1 kw D and **WGYN Greenville** to change facilities from 1400 kc, 250 w unl. to 1380 kc, 1 kw D. Announced Nov. 25.

KYNO Fresno, Calif.-KFMB San Diego, Calif.—FCC designated for consolidated hearing applications for KYNO to change facilities from 1300 kc, 1 kw, DA-2, unl. to 540 kc, 1 kw, DA-D and KFMB to change from DA-1 to DA-N, on 540 kc, 5 kw unl.; made **KSFO San Francisco and KBAK Bakersfield, parties to proceeding**; denied KFMB request for extension of time to Nov. 28 to further reply to Commission's letter of Aug. 23. Announced Nov. 25.

WGTH-TV Hartford, Conn.—Is being advised by FCC that application for assignment of cp to CBS indicates necessity of hearing. Action of Nov. 30.

WPFH (TV) Wilmington, Del.—FCC dismissed protest and denied petition by WPFH (TV) for reconsideration of assignment of call letters **WPHD (TV) Philadelphia** to Ajax Enterprises. Commission feels there is not sufficient likelihood of confusion to public. Action of Nov. 30.

Hazard, Ky.—Hazard Bcstg. Corp. and Perry County Bcstg. Co. designated for consolidated hearing appplications for new am to operate on 1390 kc, 5 kw D. Announced Nov. 25.

Pittsburgh, Pa.—FCC reopened record and designated for further hearing application of WWSW Inc. for new tv to operate on ch. 11 in Pittsburgh and made **WENS (TV) Pittsburgh**, protestant, party to proceeding but denied WENS (TV) petition for stay of effective date of July 20 grant of WWSW appplication. Announced Nov. 28.

NARBA Notifications . . .

List of changes, proposed changes, and corrections in Assignments of Canadian Broadcast Stations modifying appendix containing assignments of Canadian Broadcast Stations attached to Recommendations of North American Regional Broadcasting Agreement Engineering Meeting, Jan. 30, 1941. Listing includes call letters, location, power, hours of operation, class of station and probable date of operation.

Change List No. 96 **Oct. 31,1955**

680 kc

CJOB Winnipeg, Manitoba (presently on 1340 kc 250 w)—5 kw D, 2.5 kw N DA-N unl., Class II, 10-1-56.

710 kc

CFRG Gravelbourg, Saskatchewan (presently on 1230 kc 250 w)—5 kw ND D, Class II, 10-1-56.

1050 kc

CFGP Grande Prairie, Alberta—5 kw DA-1 unl., Class II, not in operation.

1070 kc

CJET Smiths Falls, Ontario—250 w ND D, Class II, assignment of call letters.

1140 kc

CBI Sydney, N. S.—5 kw DA-1 unl., Class II, not in operation.

1220 kc

CJOC Lethbridge, Alberta—10 kw D, 5 kw N DA-N unl., Class II, not in operation.

1230 kc

CFCW Camrose, Alberta—250 w ND unl., Class IV, not in operation.

1350 kc

CKEN Kentville, N. S.—1 kw DA-N unl., Class III, 8-15-56.

1400 kc

CKCY Sault Ste. Marie, Ontario—250 w ND unl., Class IV, not in operation.

1560 kc

New Simcoe, Ontario—250 w ND D, Class II, 8-15-56.

1570 kc

New Portage la Prairie, Manitoba—250 w ND unl., Class II, 10-1-56.

CFOR Orillia, Ontario—5 kw D, 1 kw N ND unl., Class II, not in operation.

CBI Sydney, N. S.—1 kw ND unl., Class II, delete assignment.

CBH Halifax, N. S.—5 kw DA-1 unl., Class II, delete assignment.

New Halifax, N. S.—5 kw DA-1 unl., Class II, 10-1-56.

Routine Roundup . . .

November 23 Decisions

ACTIONS ON MOTIONS

By Comr. Robert T. Bartley

Wichita, Kan.—**Wichita Television Corp.** granted petition for extension of time to Dec. 5, to file opposition to "Petition for Rehearing" filed by The Radio Station KFH Co. Nov. 15 in ch. 3 proceeding. Action Nov. 18.

By Hearing Examiner J. D. Bond

Calif.—Issued order after prehearing conference which shall govern conduct of hearing in proceeding re am applications of The Cerritos Bcstg. Co., Signal Hill, Calif., Oceanside-Carlsbad Bcstg. Co., Oceanside, Calif., Albert John Williams, Inglewood, Calif., and Palomar Bcstg. Co., Escondido, Calif. Action Nov. 18.

By Hearing Examiner Hugh B. Hutchison

Broadcast Bureau—Granted petition only insofar as its requests am application of **WTVB Coldwater, Mich.**, be removed from hearing docket and returned to processing line; said application is removed from hearing docket and returned to processing line. Action Nov. 22.

KUZN West Monroe, La.—Gave notice of prehearing conference Nov. 25 in re am application of **KUZN West Monroe**. Action Nov. 21.

WMEX Boston, Mass.—Granted motion for continuance of further hearing from Nov. 28 to Dec. 8. re its application for renewal of license. Action Nov. 21.

KNOE Monroe, La.—Denied motion for postponement of hearing from Nov. 30 to Jan. 3, 1956 re am application of **KUZN West Monroe, La.**; Nov. 30 date for commencement of hearing is retained. Action Nov. 18.

By Hearing Examiner H. Gifford Irion

Pitman-Glassboro, N. J.—Upon request of The Delsea Broadcasters, Pitman-Glassboro, N. J., continued hearing from Nov. 28 to Jan. 9, 1956, re its am application. Action Nov. 22.

By Hearing Examiner Thomas H. Donahue

Henryetta, Okla.—On hearing examiner's own motion, ordered that hearing in re am applications of Henryetta Radio Co. and Henryetta Bcstg. Co., both Henryetta, Okla., be continued from Dec. 2 to Jan. 3, 1956. Action Nov. 18.

By Hearing Examiner Basil P. Cooper

Portland, Ore.—Ordered all parties in am proceeding involving applications of Robert E. Bollinger, KLIQ and Capstaff Bcstg. Co., Oregon Ltd., Portland, Ore., are directed to appear either in person or by attorney at further prehearing conference to begin Dec. 6. Action Nov. 18.

Cheboygan, Mich.—Issued order for conduct of hearing in ch. 4 proceeding, involving applications of Midwestern Bcstg. Co., Straits Bcstg. Co., Cheboygan, all exhibits to be offered in evidence in proceeding in support of affirmative case of each applicant will be exchanged with counsel on or before Nov. 23, and hearing for introduction in evidence of exhibits pertaining to engineering issues will begin on Nov. 28. Action Nov. 17.

By Hearing Examiner Herbert Sharfman

Wolf Point, Mont.—Issued order after prehearing conference re am applications of Hi-Line Bcstg. Co. and The Wolf Point Bcstg. Co., Wolf Point, Mont.; continued hearing from Dec. 15 to Jan. 11, 1956, set Dec. 22 for exchange of written case and date for further conference Jan. 3, 1956. Action Nov. 18.

By the Commission

Renewal of License Granted

WDIA Memphis, Tenn.; WESK Escanaba, Mich.; WCPA Clearfield, Pa.; WDAD Indiana, Pa.; WBYS Canton, Ill.; WCHF Chippewa Falls, Wis.; WEAW-FM Evanston, Ill.; WITY Danville, Ill.; WKEI Kewanee, Ill.; WLDY Ladysmith, Wis.; WTAQ La Grange, Ill.

November 23 Applications

ACCEPTED FOR FILING

Modification of Cp

KTYL Mesa, Ariz.—Seeks mod. of cp (as mod. which authorized increased D power and equipment changes) for extension of completion date.

KTHV (TV) Little Rock, Ark.—Seeks mod. of cp (which authorized new tv station) to extend completion date to July 4, 1956.

WEHT (TV) Henderson, Ky.—Seeks mod. of cp (which authorized new tv station) to extend completion date to June 3, 1956.

WICA-TV Ashtabula, Ohio—Seeks mod. of cp (as mod. which authorized changes in existing tv station) to extend completion date to June 30, 1956.

Remote Control

KROY Sacramento, Calif.

License to Cover Cp

WGBA Columbus, Ga.—Seeks license to cover cp which authorized power increase and equipment changes.

WALA-TV Mobile, Ala.—Seeks license to cover cp which authorized new tv station.

WNCT (TV) Greenville, N. C.—Seeks license to cover cp which authorized new tv station.

November 28 Applications

ACCEPTED FOR FILING

Modification of License

WAPI-WABT (TV) Birmingham, Ala.—Seeks mod. of license to change name of licensee to Alabama Bcstg. System Inc.

Renewal of License

WHO Des Moines, Iowa; KXGI Fort Madison, Iowa; KXIC Iowa City, Iowa; KFVS Cape Girardeau, Mo.; KOKX Keokuk, Iowa.

Modification of Cp

WITV (TV) Fort Lauderdale, Fla.—Seeks mod. of cp (which authorized new tv station) to extend completion date to June 16, 1956.

WEAT-TV West Palm Beach, Fla.—Seeks mod. of cp (which authorized new tv station) to extend completion date to May 22, 1956.

KPLC-TV Lake Charles, La.—Seeks mod. of cp (which authorized new tv station) to extend completion date to July 12, 1956.

KNAK Salt Lake City, Utah—Seeks mod. of cp (which authorized increased D power and equipment changes) for extension of completion date.

WCBT Roanoke Rapids, N. C.—Seeks mod. of cp to extend completion date and delete some equipment changes previously requested.

Renewal of License Returned

WDBQ-FM Dubuque, Iowa—Application for renewal of license returned because engineering data was signed after notarization.

Remote Control

KFML Denver, Colo.; WMFJ Daytona Beach, Fla.; WAKE Atlanta, Ga.; WCOC Meridian, Miss.; WHAT Philadelphia.

License to Cover Cp Resubmitted

WAMY Amory, Miss.—Resubmits appplication for license to cover cp which authorized new am station.

License to Cover Cp

WHOT Campbell, Ohio—Seeks license to cover cp which authorized new am station.

WPRO-FM Providence, R. I.—Seeks license to cover cp (as mod. which authorized changes in licensed station).

KCRA-TV Sacramento, Calif.—Seeks license to cover cp which authorized new tv station.

WBRZ (TV) Baton Rouge, La.—Seeks license to cover cp which authorized new tv station and change trans.-studio location to 1650 Highland Rd., Baton Rouge (not move).

WCNY-TV Carthage, N. Y.—Seeks license to cover cp which authorized new tv station.

November 29 Decisions

ACTIONS ON MOTIONS

Commission on Nov. 23 issued amended order in Docket 11435, in matter of amendment of sec. 11.251 of part 11 of Commission's rules and regulations; order of Nov. 18 was intended only to extend time for filing comments in reply to original comments to Dec. 19 and was corrected to extent that it may appear to do more.

By Comr. Robert T. Bartley

Broadcast Bureau—Granted petition for extension of time to Nov. 30 to file replies to petition for reconsideration and to enlarge issues filed by Lorain Journal Co. on Nov. 15, in proceeding re application for renewal of license of **WEOL Elyria, Ohio.** Action Nov. 28.

Broadcast Bureau—Granted petition for extension of time to Nov. 30 to file replies to petition for reconsideration and to enlarge issues filed by The Mansfield Journal Co. on Nov. 15, in proceeding re application for renewal of license of **WMAN Mansfield, Ohio.** Action Nov. 28.

220 Television Inc., St. Louis, Mo., Broadcast House Inc., East St. Louis, Ill.—Granted joint petition for extension of time to Dec. 19 to file replies to exceptions and reply briefs to initial decision in ch. 11 proceeding. Action Nov. 23.

By Chief Hearing Examiner James D. Cunningham

Wireless Broadcasters, Franklin, Ind.—Granted petition to dismiss without prejudice its am application. Action Nov. 25.

WMAN Mansfield, Ohio—Ordered hearing shall commence Jan. 25, 1956, re application of WMAN Mansfield for renewal of license. Action Nov. 25.

WEOL Elyria, Ohio—Ordered hearing shall commence Jan. 18, 1956, re application of WEOL Elyria for renewal of license. Action Nov. 25.

By Hearing Examiner Annie Neal Huntting

Tarentum-Ambridge, Pa.—Hearing examiner having under consideration proceeding re am applications of Miners Bcstg. Service Inc., Ambridge, Pa., and Louis Rosenberg, Tarentum, Pa., and agreement concerning closing record, ordered record be closed. Action Nov. 28.

Broadcast Bureau—Granted petition for extension of time from Nov. 28 to Dec. 13 for filing proposed findings of fact and conclusions of law re am applications of Mercer Bcstg. Co., Trenton, N. J., and Drew J. T. O'Keefe, Jack J. Dash and William F. Waterbury, Levittown-Fairless Hills, Pa. Action Nov. 25.

By Hearing Examiner H. Gifford Irion

Colorado—Ordered further hearing in proceeding re am applications of Taylor Bcstg. Co., Colorado Springs, Colo. and Garden of the Gods Bcstg. Co., Manitou Springs, Colo., now scheduled for Dec. 1, be continued indefinitely. Action Nov. 25.

By Hearing Examiner Basil P. Cooper

Booth Radio and Television Stations Inc., Lansing, Mich., Eaton County Bcstg. Co., Charlotte, Mich.—Granted petition of Booth Radio to amend its am application to change from 1390 kc to 730 kc and application, as amended, is removed from hearing and returned to processing line; Eaton application removed from hearing and returned to processing line. Action Nov. 22.

By Hearing Examiner Herbert Sharfman

WNIA Cheektowaga, N. Y.—Granted petition for continuance of hearing from Nov. 29 to Jan. 10, 1956, re application for mod. of cp to extend completion date. Action Nov. 28.

By Hearing Examiner J. D. Bond

The Citizens Bcstg. Co., Toledo Ohio.—Granted petition for continuance from Nov. 30 to Dec. 15 for exchange of surrebuttal cases, and from Dec. 7 to Dec. 22 for further hearing and submission of surrebuttal cases in ch. 11 proceeding. Action Nov. 28.

By Hearing Examiner Hugh B. Hutchison

Tennessee—On hearing examiner's own motion, continued without date hearing in proceeding re am applications of Columbia-Mt. Pleasant & Spring Hill Radio Corp., Columbia, Tenn., and The Savannah Bcstg. Co., Savannah, Tenn. Action Nov. 28.

November 29 Applications

ACCEPTED FOR FILING

License to Cover Cp

WBIE Marietta, Ga.—Seeks license to cover cp which authorized new am station.

WCSI Columbus, Ga.—Seeks license to cover cp which authorized increased power.

WISP Kinston, N. C.—Seeks license to cover cp which authorized increased power.

WHOT Campbell, Ohio—Seeks license to cover cp which authorized new am station.

WSSC Sumter, S. C.—Seeks license to cover cp which authorized change in frequency, power and ant. system changes.

WLIK Newport, Tenn.—Seeks license to cover cp which authorized increased power.

WDXI-TV Jackson, Tenn.—Seeks license to cover cp which authorized new tv station and to change description of trans. location to Muse St., Jackson (not a move).

License to Cover Cp Returned

KGLN Glenwood Springs, Colo.—Application for license to cover cp which authorized change frequency, increased power, change hours of operation and make ant. and equipment changes returned. Filed on wrong form.

Renewal of License

WTIM Taylorville, Ill.; WOI Ames, Iowa; KBUR Burlington, Iowa; KCRG Cedar Rapids, Iowa; KCHA Charles City, Iowa; KSWI Council Bluffs, Iowa; WOC Davenport, Iowa; KIOA Des Moines, Iowa; KWPC Muscatine, Iowa; KSCJ Sioux City, Iowa; KICD Spencer, Iowa; KNWS Waterloo, Iowa; KJFJ Webster City, Iowa; KGMO Cape Girardeau, Mo.; KCHR Charleston, Mo.; KFMO Flat River, Mo.; KFAL Fulton, Mo.; KMBC Kansas City, Mo.; WHB Kansas City, Mo.; KBOA Kennett, Mo.; KLWT Lebanon, Mo.; KXEO Mexico, Mo.; KNCM Moberly, Mo.; KRMO Monett, Mo.; KNEM Nevada, Mo.; KFEQ St. Joseph, Mo.; KRES St. Joseph, Mo.; KGBX St. Joseph, Mo.; KWK St. Louis; KTTS Springfield, Mo.; KOKO Warrensburg, Mo.; KWRE Warrenton, Mo.

Renewal of License Returned

WDBQ Dubuque, Iowa—Application for renewal of license returned to applicant. Dated improperly.

Modification of Cp

KHOL-TV Kearney, Neb.—Seeks mod. of cp (which authorized new tv station) to extend completion date to June 10, 1956.

WISE-TV Asheville, N. C.—Seeks mod. of cp (which authorized new tv station) to extend completion date to June 29, 1956.

November 30 Applications

ACCEPTED FOR FILING

Modification of Cp

WINX Rockville, Md.—Seeks mod. of cp (which authorized change in hours of operation and install DA-2) for extension of completion date.

KONA (TV) Honolulu, Hawaii—Seeks mod. of cp (which authorized new tv station) to extend completion date to June 22, 1956.

WHEN-TV Syracuse, N. Y.—Seeks mod. of cp (as mod. which authorized new tv station) to extend completion date to June 15, 1956.

Remote Control

KZUN Opportunity, Wash.

License to Cover Cp

WFBG-TV Altoona, Pa.—Seeks license to cover cp which authorized new tv station and to specify temporary studio location at trans. location as authorized in STA. Granted Oct. 4. (Contingent on filing of and grant of application for mod. of cp proposing permanent studio location, provided it will be located outside Altoona city limits or an amendment if within city limits.)

Broadcast Bureau Decisions

Action of Nov. 17

WKLX Paris, Ky.—Granted modification of cp to specify studio location and operate trans. by remote control from Walsh Bldg., 628 Main St., Paris.

Actions of Nov. 23

WEHT (TV) Henderson, Ky.—Granted extension of completion date to June 3, 1956.

WEAT-TV West Palm Beach, Fla.—Granted extension of completion date to June 22, 1956.

WAKE Atlanta, Ga.—Granted authority to operate trans. by remote control.

Action of Nov. 25

WITV (TV) Hollywood, Fla.—Granted extension of completion date to June 16, 1956.

Actions of Nov. 28

KHOL-TV Holdrege, Neb.—Granted extension of completion date to June 10, 1956.

WAPI Birmingham, Ala.—Granted mod. of license and cp to change name to Alabama Bcstg. System Inc.

Actions of Nov. 29

WMVA-FM Martinsville, Va.—Granted license to cover cp for changes in licensed station.

WHEN-TV Syracuse, N. Y.—Granted extension of completion date to June 15, 1956.

WISE-TV Asheville, N. C.—Granted extension of completion date to June 29, 1956.

KONA (TV) Honolulu, Hawaii—Granted extension of completion date to June 22, 1956.

WSFB Quitman, Ga.—Granted license to cover cp which authorized new am station.

WAUG Augusta, Ga.—Granted license to cover cp which authorized increased power and equipment changes.

WJMC Rice Lake, Wis.—Granted cp to mount fm ant. on top of am tower and make ant. system changes. Granted Nov. 29.

WCMC Wildwood, N. J.—Granted license to cover cp which changed ant.-trans. location.

Actions of Nov. 30

WPRO-FM Providence, R. I.—Granted license to cover cp in licensed station.

WFBF Fernandina Beach, Fla.—Granted license to cover cp which authorized new am station.

WSSC Sumter, S. C.—Granted license to cover cp which authorized change frequency, power and make ant. system changes.

WAMY Amory, Miss.—Granted license to cover cp which authorized new am station.

WGBA Columbus, Ga.—Granted license to cover cp which authorized increased power.

WLIK Lenoir City, Tenn.—Granted license to cover cp which authorized increased power.

WBIN Marietta, Ga.—Granted license to cover cp which authorized new am station.

WCBT Roanoke Rapids, N. C.—Granted mod. of cp for extension of completion date to Dec. 15.

WINX Rockville, Md.—Granted mod. of cp for extension of completion date to Feb. 29, 1956.

KNAK Salt Lake City, Utah—Granted mod. of cp for extension of completion date to April 15, 1556.

WDUX Green Bay, Wis.—Granted mod. of cp to move tower 110 ft. northeast of present location, change studio location and operate trans. by remote control from 204 S. Main St., Waupaca, Wis.

WEGA Newton, Miss.—Granted mod. of cp to change studio location and to operate trans. by remote control from S. Main St., Newton, Miss.

BY THE COMMISSION

Renewal of License Granted

WONE Dayton, Ohio; WBBA Pittsfield, Ill.; WKTY LaCrosse, Wis.; WNMP Evanston, Ill.; WQUA Moline, Ill.; WTAD-AM-FM Quincy, Ill.; WWCF-FM Baraboo, Wis.; WEBQ-AM-FM Harrisburg, Ill.; WFJL (FM) Chicago; WSAU Wausau, Wis.

UPCOMING

DECEMBER

Dec. 6: NARTB Am Committee, NARTB Hdqrs., Washington.
Dec. 7: Community Antenna Committee, NARTB Hdqrs., Washington.
Dec. 8: NARTB Membership Committee, NARTB Hdqrs., Washington.
Dec. 8-9: NBC-TV Affiliates Meeting, Drake Hotel, Chicago.
Dec. 13: NARTB Sports Committee, Waldorf-Astoria, New York.
Dec. 16: NARTB Tv Viewer Reaction Committee, NARTB Hdqrs., Washington.

JANUARY

Jan. 5: NARTB Television Information Committee, NARTB Hdqrs., Washington.
Jan. 10: Employer-Employe Relations Committee, NARTB Hdqrs., Washington.
Jan. 12: NARTB Tv Film Committee, NARTB Hdqrs., Washington.
Jan. 12-13: NARTB Radio Standards of Practice Committee, NARTB Hdqrs., Washington.
Jan. 12: NARTB Television Film Committee, NARTB Hdqrs., Washington, D. C.
Jan. 19-21: South Carolina Broadcasters Assn. Annual Convention Clemson House, Clemson.
Jan. 26-27: NARTB Code Review Board, San Francisco.
Jan. 30-31: NARTB Board Committee, San Marcos Hotel, Chandler, Ariz.

FEBRUARY

Feb. 1-3: NARTB Board of Directors, San Marcos Hotel, Chandler, Ariz.
Feb. 2-3: Institute of Radio Engineers National Symposium on Microwave Techniques, Philadelphia.

MARCH

March 10: Michigan State U. Dept. of Speech 11th Annual Radio-Tv Conference, East Lansing.
March 16: Connecticut Broadcasters Assn., Waverly Inn, Cheshire, Conn.
March 19-22: IRE National Convention and Radio Engineering Show, Waldorf-Astoria, New York.

APRIL

April 11-13: Institute of Radio Engineers Seventh Region Technical Conference, Hotel Utah, Salt Lake City.
April 13-14: 10th Annual Spring Television Conference, sponsored by Cincinnati Section of the Institute of Radio Engineers, Cincinnati.
April 15-19: NARTB Annual Convention, Conrad Hilton Hotel, Chicago.
April 29-May 4: SMPTE Spring Convention, Hotel Statler, New York.

JUNE

June 10-13: Advertising Federation of America, National Convention, Bellevue-Stratford Hotel, Philadelphia.

BROADCASTING • TELECASTING

THE NEWSWEEKLY OF RADIO AND TELEVISION

1735 De Sales Street, N. W., Washington 6, D. C.

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Billion Dollar Babies

LET IT be noted that in 1954 radio-television officially became a billion dollar business.

As reported elsewhere in this issue, the FCC last week issued financial reports for the radio and television networks and stations for the year 1954. Together their total revenues were $1,042,500,000, a 14.8% gain over total revenues for 1953.

Television, of course, brought in the new money. Its total revenue of $593 million was 37% bigger than its take in 1953. The sharp increase in tv billings more than offset the decline which radio suffered in 1954. For the first time in 16 years radio billings in 1954 failed to exceed billings of the preceding year. The 1954 radio revenue of $449.5 million was 5.4% off the 1953 peak.

Now 1954 was a long time ago. It is useful to have the official financial fever chart for that year, but in dynamic enterprises like radio and tv, what's going on now counts more than what went on 11 months or more ago.

We're willing to bet that the 1955 record will show gains for both radio and tv. From all the evidence, radio hit bottom in 1954 and is on the rise again. Television, it requires no occult power to predict, will turn in a 1955 record that will far outstrip 1954.

Drawn for BROADCASTING • TELECASTING by Sid Hix

"First, Aunt Fannie wants to apologize for the language she used when she burned her fingers last week!"

The Zenith Bite

IT WOULD be temptingly easy to conclude that the advertisement which is reproduced in part below was created by a suicidal nut.

Here is a television set maker who seems determined to kill off the television commercial, thus removing the source of support for the programs which people buy his sets to watch. Carried to a logical conclusion, this campaign would succeed in eliminating the need for the product being advertised.

Sounds nutty all right, until you think about it. The inventors of this campaign have no such conclusion in mind.

More and more it becomes apparent that the true objective of Zenith in this and its other anti-commercial campaigns has nothing to do with the elimination of commercial television. Zenith's purpose is to stimulate controversy which will cause talk, in short to create widespread publicity for Zenith at bargain costs.

FLASH-MATIC TUNING cuts off sound of long, annoying commercials. Picture remains on screen while commercial is silent so you know when to turn on sound again.

Of course, you're fed up with those commercials that are long, loud and offensive. And now, for the first time, you can *do something about* without moving from your easy chair

·nith s new Flash-Matic Tuning permits you to *shoot off the sound* /ing commercials. The picture remains on the screen so you ·····- o sound again! You can also turn the new or *change channels* with just a flash ·he ultimate ·· ···

The Bismarck. (Model X2264EQ) 21-inch screen. Also in mahogany color (X2264RQ), as low as $399.95*

ZENITH

·· TELEVISION

The Flash-Matic gadget fits in perfectly with that scheme. Zenith's management is too intelligent to believe that it can turn the American living room into a sort of duck blind in which the televiewer sits hour after hour, gun in hand, popping off commercials as they appear on the screen. Zenith is fully aware that even the people who buy the Flash-Matic will put it to little if any use.

But they will talk about it, and those who don't buy but have read the ads will talk about it. That is the purpose of the gadget.

Talk is also the purpose—and, let us point out, the attainment—of Zenith's long advocacy of subscription television.

By incessant and skillful publicity, Zenith has generated a Phonevision campaign that would have cost untold millions if placed as advertising. Newspapers and magazines are especially interested in Phonevision and subscription television "news" because (1) they recognize commercial television as their stiffest competitor for advertising and (2) Zenith spends its media budget largely in newspapers and magazines—it buys virtually no radio or television time.

The success of Zenith's free advertising, which masquerades as news, is shown in Zenith's financial reports and in the remarkable rise of its stock prices.

Zenith has sucked in a lot of people, not excluding ourselves. Every time someone talks about one of Zenith's controversial gambits, he advances the Zenith cause. We recognize that we are falling for a gambit in writing this editorial. But we figured it was about time to take a whack at the real motives behind Zenith's paid "printed page" advertising and free publicity.

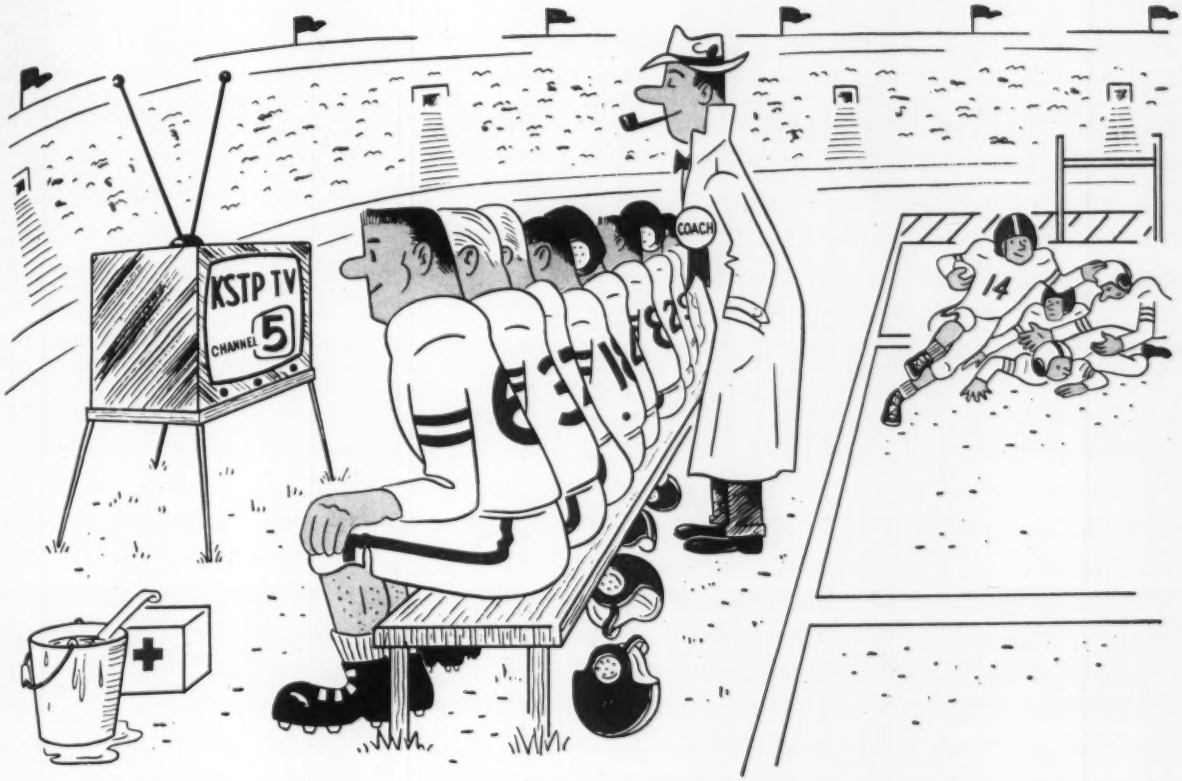
Recently we have entertained the unreasonable wish that someone would invent our own counterpart of Zenith's Flash-Matic—a gadget we could use to turn off some of Zenith's interminable promotion.

The Webster Tenure

THERE'S speculation about what President Eisenhower will do on the expiration June 30 of the term of Comr. Edward M. Webster as a member of the FCC. Since the President assumed office three years ago he has made four appointments to the seven-man commission—each a replacement. Practically all vacancies on other independent agencies have also been filled by new appointees.

The track record thus would indicate that a new appointment will be made. But Comr. Webster has plenty of unsolicited support for reappointment. He would accept, despite his eligibility for retirement, and his unwillingness to make a fight for it. Comr. Webster has a fine government record of some 47 years, beginning at the U. S. Coast Guard Academy, from which he graduated in 1912. He now holds rank of retired commodore. He is world renowned in communications, and currently is the FCC's only engineering member.

Comr. Webster is 67. But a man is as old as he feels. He is alert, active and energetic. He's a stickler when it comes to the letter of the law and of the regulations. Nobody pushes him around. We think the FCC needs one of his background and experience and that the taxpayers' money will be well spent if he is reappointed.



FIRST in the big Northwest!

During the important evening viewing hours, 6:00 PM until midnight, KSTP-TV leads all other Minneapolis-St. Paul television stations in average program ratings—*seven days a week.**

In this important Northwest market which offers an advertiser more than 600,000 active-buying TV families and a spendable income of nearly FOUR BILLION DOLLARS, KSTP-TV has long been the leader. It is the Northwest's *first* television station, *first* with maximum power, *first* with color TV and, of course, *first* in listener loyalty.

This listener loyalty which KSTP-TV has won through superior entertainment, talent, showmanship and service means sales for you.

To put *your* advertising dollars to work most effectively and most efficiently, KSTP-TV is your *first* buy and your *best* buy in the big Northwest.

*Weekly average, ARB Metropolitan Area Report, Sept, 1955.

KSTP-TV CHANNEL 5 50,000 WATTS

MINNEAPOLIS • ST. PAUL *Basic NBC Affiliate*

"The Northwest's Leading Station"

EDWARD PETRY & CO., INC. • NATIONAL REPRESENTATIVES